

Starchroom

First in the Laundry Industry since 1893

LAUNDRY JOURNAL

NOVEMBER, 1954

Neighborhood-laundry panel discussion, featured at the American Institute of Laundering's annual convention, begins on page 22

The sale of merchandise by route salesmen is an added stimulus to increased laundry sales for 29 New Jersey plants. See page 46

Actual clothesline with sheet-metal garments is featured on sign at two neighborhood plants recently opened by Model Laundry-Cleaners, Memphis, Tennessee. Changeable letters permit display of different public relations messages. Story on page 30





HALF WHEAT

Satinette

HALF CORN

Quality shirt work is still your best business

builder. That's why more laundries than ever

before are using Satinette Starch exclusively. Smoother

finish, greater production, fewer go-backs,

no waste—add up to genuine economy.

THE KEEVER STARCH COMPANY

COLUMBUS 15, OHIO

Laundry and Drycleaning Jobbers point with pride



ALL-STEEL FRAME is of high carbon, spring steel rods to absorb the heaviest impact . . . welded to rims at a single joint by means of a new process which is guaranteed to make the weld actually strong as the rod.

CANVAS is extra-heavy, durable cotton, smooth finished duck—woven on our own looms. It will not snag the softest fabric. Stitched with high breaking test cotton thread throughout. Unexcelled quality for long use.

Ask for Catalog No. 1053 showing 15 styles in capacities from 2 to 20 bushels.



... to COTTONBLOSSOM

NO. 55 ELEVATED TRUCK has swivel casters on four corners, and provides easy operation without stooping. The rigid steel legs support the body firmly. Sizes: 2 to 6 bushel capacity.



NO. 30 GENERAL UTILITY TRUCK. Combination stationary-swivel casters. Four-ply duck handles riveted to canvas body. Strong reinforcing strips applied to the sides and ends. Sizes: 6 to 20 bushel capacity.



BASKETS, TRUCKS & HAMPERS

The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193
LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72
DETROIT 16: 1627 West Fort Street, Suite 515,
Phone Woodward 1-9673



SOUTHERN MILLS, INC.

585 Wells Street, S.W., Phone Lamar 1991: ATLANTA
233 Broadway, Phone Beekman 3-9260: NEW YORK 2
Room 523 Second Unit, Santa Fe Bldg., DALLAS 1
Phone Prospect 3981

Starchroom

LAUNDRY
JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 11, NOVEMBER 15, 1954

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WESTERN Advertising Offices, 14 East Jackson Boulevard, Chicago, Ill. Telephone: WEster 9-5255.

WEST COAST Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, Calif. Smith & Hollyday, 505 S. Alameda Ave., Los Angeles 36, Calif.

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"Seek and Ye Shall Find"

We wish we had a tape recording of the talk on public relations and sales given by Edgar J. Forio, vice-president of the Coca-Cola Company, at the AIL convention in Atlanta last month. It is unfortunate that printed copies of his talk were not made available because he had as fine a presentation on as vital a subject as we have ever heard at a laundry convention.

Mr. Forio really hit the nail on the head when he stated that he had moved many times from one city to another, and from one home to another within the same city, in the course of his rise to the top echelon in his company but *never* had he received a telephone call, a letter or any other type of follow-up from his laundry to see why he was discontinuing the service. (Yes, he said *never*.)

That set us to thinking about our own experience. When we moved to New York from Cleveland just four years ago next month the missus gave us the rare privilege of advising her on a purely domestic matter. "Who," said she, "shall we send our laundry to?" Seizing the opportunity to render a strictly "professional" opinion on a subject not heretofore under our cognizance, we advised sitting tight until a route salesman approached her at the door and asked her for the business. "We shall," we opined, "give our trade to the first eager beaver to solicit it."

The passage of time dims many a man's recollections and, in the interests of fairness, we hope that we recall the incident clearly. A route salesman *did* call finally—after we had twice lugged our shirts to a little drycleaner down in the center of town. The salesman got the business, too. For 11 months we were happy with the service.

The following December we moved further up in the county and here's where our experience checked out with Mr. Forio's. We have *never* heard from that laundryowner or one of his route salesmen since. So, we did the natural thing and phoned a friend of ours in the neighborhood who is in the laundry business. (His route salesman did not solicit our business, however.) Once again, we were happy to have professional laundry service delivered to our home after seeking out a laundry to handle it for us.

What is the trouble with an industry in this day and age that asks its potential customers to seek them out when every other kind of business today is doing the seeking? Of course, we can't pose as a representative of the average consumer. But Mr. Forio had the same experience. He's an outsider, so to speak, and he thinks something's wrong with our industry's public relations. Sometimes we think so, too.—Jim Barnes



STARCHROOM LAUNDRY JOURNAL



what's the dirt, senator?

Ever stop to think that in a city like Washington, a senator might well be wearing dirt on his shirt that once adorned the shirt of his most repulsive opponent?

Could be, you know. It's one thing to take dirt off a shirt; it's another thing to keep it off.

That's because laundering is a two-step operation; First, you remove the soil from the goods; then you prevent it from depositing back on the goods. It's a tricky, delicate job. It takes balance.

It takes balance between soap and alkali—or rather between soap and $\overline{\text{OH}}$. For it's the $\overline{\text{OH}}$ in the alkali that does the work, and no two alkalis have the same $\overline{\text{OH}}$ factor.

Soap alone doesn't knock dirt loose very well. That's why we add alkaline builders, which do. Up to a certain point, alkali works wonders for soap, and together they do the complete job of *capturing the dirt and keeping it locked up* in the wash water till it runs down the drain.

Now, where many laundries run into trouble is in adding *too much* alkali. Excess alkali *destroys* the natural ability of soap to *prevent* redeposition of dirt, and poor quality, gray work results. Many laundries have alkalosis, and their best friends, the customers, won't tell them. They just quit sending their bundles to that plant.

That's why New PRIME $\overline{\text{SOHP}}$ was designed with SHOCK TROOP ACTION. First—12 custom built soaps and alkali are balanced in such a way that when a suds is produced, the two-step job of washing clicks perfectly. Just enough alkali ($\overline{\text{OH}}$) to loosen the dirt—just enough soap to keep it floating free. Then—a chemical brain is built in . . . a brain which *adjusts instantly*, to keep $\overline{\text{OH}}$ at exactly the right level, *no matter* what the degree of soil in the load! And finally—this perfect balance is *locked in*, locked by homogenization in a giant spray tower, four stories high!

New PRIME $\overline{\text{SOHP}}$ with SHOCK TROOP ACTION will give you washes *guaranteed* against redeposition! Washes 15% whiter to the naked eye—*your eye*! And washes more uniform than you ever saw before! Because New PRIME $\overline{\text{SOHP}}$ with SHOCK TROOP ACTION is *built in balance*, and *locked in balance*!

Try it, and see for yourself! And remember, if for any reason you're not convinced that New PRIME $\overline{\text{SOHP}}$ with SHOCK TROOP ACTION delivers everything we claim for it, you've lost nothing, for it is sold with an unconditional, money-back guarantee.

Beach Soap Company

Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products



NEW CHEVROLET TRUCKS

have what it takes to boost efficiency and bring down costs!

In the next three paragraphs you'll find a few good reasons why you can get more work out of a Chevrolet truck and save money doing it.

INCREASED POWER IS THE FIRST BIG REASON

With Chevrolet's higher compression ratio you've got more power under the hood. Power that results in greater acceleration and hill-climbing ability. Faster starts and acceleration over the day's work save valuable time and increase over-all efficiency. Check the gas mileage, too. With this higher compression ratio, your Chevrolet truck registers *more miles on the job* for each tankful of gas. That's where you start to save money.

BUILT-IN RUGGEDNESS SAVES EVEN MORE

The strength and stamina of more rigid frames, and the special chassis features that pertain to each model—these combine to add extra ruggedness to your Chevrolet truck. Push it hard on the rough jobs; keep it going over long schedules—you'll still find your upkeep costs lower and your Chevrolet trucks lasting a lot longer.

ONE LAST POINT—and maybe the most important to you—you'll find Chevrolet's line of trucks priced the lowest of all! Talk over your needs with your Chevrolet dealer. He'll be glad to give you the facts about the best model for your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**MOST TRUSTWORTHY TRUCKS
ON ANY JOB!**



CHEVROLET ADVANCE-DESIGN

TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

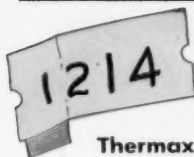
*Optional at extra cost. Ride Control Seat is available on all cabs of 1 1/2- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

It's Here!

THERMO-SEAL TAG-O-MATIC

The Thermo-Seal Tag-O-Matic makes, marks and heat seals temporary identification tags on laundry pieces in a single operation. The sealing is electronically timed, with controlled heat and pressure. It's the quickest possible, dry-heat seal . . . no solvents used. Available in four or six characters.

SEE YOUR JOBBER FOR COMPLETE INFORMATION.

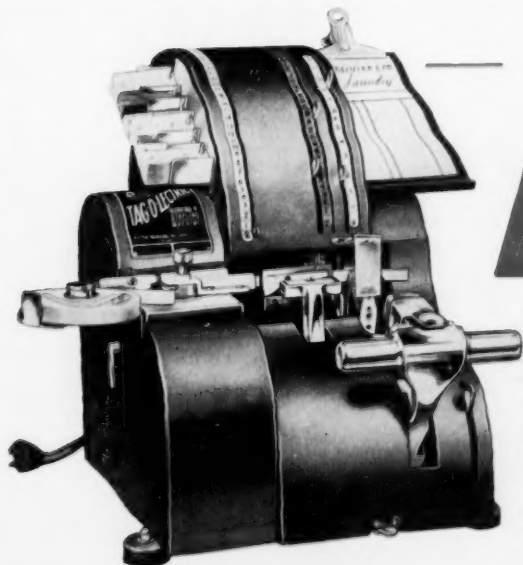


THERMAX TAG

Thermax Tape, with Tabroll barrier, provides a secure identification tag for all laundry pieces, and has a free thumb tab for quick flick-off of tags at bundling. (See Thermax Tape Tag Illustration.)



PATENTS ISSUED
OR PENDING



Power Stapling TAG-O-LECTRIC

THE UNIVERSAL MACHINE FOR ALL GARMENTS

The Power-Stapling Tag-O-Lectric, used exclusively by many laundries and cleaning plants for temporary identification, makes an ideal auxiliary machine for the users of Thermo-Seal Tag-O-Matics. Pile material, like bath towels and some silks and synthetics, which do not safely lend themselves to thermo-plastic sealing can have LIKE tags in color and code, for any bundle or lot, with the use of a Tag-O-Lectric.

TAG-O-MATICS for CLEANERS
RIBBON-RITE MARKING MACHINES
THERMAX TAPE • TAG-O-LECTRIC FIBEROLL
TAG-O-LECTRIC STAPLES
RIBBON-RITE RIBBONS



TEXTILE MARKING MACHINE CO., INC.
SYRACUSE 2, N. Y.
246 WALTON ST.



Here's photographic proof!

Towels come out nearly twice as fluffy when you add new Velva-Soft to your final rinse!

It's a new Armour discovery! Gives every fabric you wash—natural or synthetic—a luxurious, soft finish never before possible!

This is an actual, unretouched photograph. The seven towels on the left were washed and given an ordinary rinse. The seven identical towels on the right were washed in the same way—but rinsed in new VELVA-SOFT! Notice the amazing difference. It's a difference you can *see* and *feel* and *sell*! And the cost to you is only a fraction of a cent per customer!

New VELVA-SOFT gives *everything* you wash this soft-as-velvet finish! Starched shirts won't chafe or scratch. Rough muslin sheets feel like costly percale. What's more, clothes last *longer*! When people hear about these amazing VELVA-

SOFT benefits, you'll get new customers! And your regular customers will be sending bigger—and *more*—bundles than ever!

It makes your washing operations easier! A VELVA-SOFT finish resists dirt and grease, so clothes come clean quicker—you'll have fewer re-runs. VELVA-SOFT works well on *all* fabrics. And since VELVA-SOFT treated fabrics are practically static free, the shake-out period is shorter—ironing easier. Fabrics are easier on employees' hands, too—a VELVA-SOFT finish protects against roughness. It's no extra work—just add VELVA-SOFT to your final rinse.

Easy to merchandise! Armour has a wealth of merchandising aids to help you sell the benefits of a VELVA-SOFT finish. Call your Armour Industrial Soap Department district representative for quick service. Or, send coupon for further information.

Mail this coupon with your letterhead

Armour Industrial Soap Department
1355 West 31st Street, Chicago 9, Illinois
Please have representative call and explain
VELVA-SOFT PROFIT PACKAGE.

Name _____ Title _____

Address _____

Firm _____

City _____ Zone _____ State _____

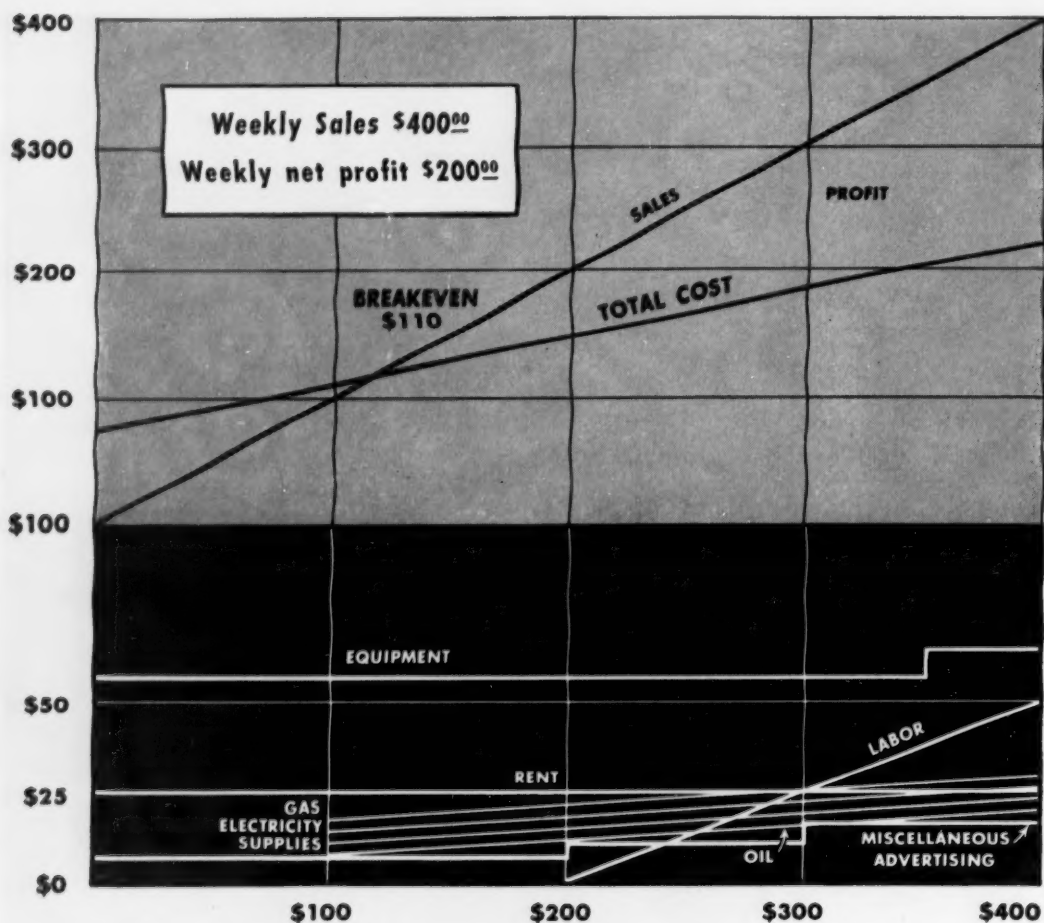
SL11

ARMOUR

Industrial Soap Department

Armour and Company • 1355 West 31st Street • Chicago 9, Illinois

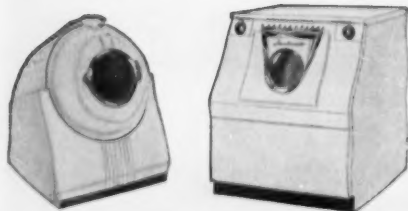




The black chart shows weekly operating expenses for a typical half-hour laundry. The gray chart pictures the relation of these expenses to gross sales. You see that a typical half-hour laundry breaks even at \$110.00 a week. Sales of \$400.00 a week, on average volume for a 20-washer store, net a profit of \$200.00 a week.

Make a Big Extra Profit

offer quick service with a Laundromat®-Equipped Half-Hour Laundry!



Few enterprises offer such a fast and substantial return as a half-hour laundry. None are more valuable to a commercial laundry operation. Let us give you more information on how the quick-service feature will improve your profit picture. No obligation, of course.

Commercial laundry operators have a choice of two famous Westinghouse Laundromats for quick-service operation. Both are rugged commercial models, especially built for quick-service use.

ALD, Inc., arranges for financing up to 80% on half-hour laundry equipment.



ALD, INC.

2549 N. Clark St., Chicago 13, Ill. 2033 Farrington, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
785 Market St., San Francisco, Calif.
1 Cedar Blvd., Pittsburgh, Pa.
ALD, New York, Inc., • 27-28 30th St., Long Island City 1, N. Y.

Write or Phone! Regardless of Where You Are

• We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 6 offices.

LAST YEAR . . .

hundreds of laundries switched to Velvet Rainbow Starch

Reason is simple, too — Velvet Rainbow not only helps laundries do better work, *it's the only starch that does a selling job for you.*

Matter of fact, over 60,000 pieces of promotional material were distributed by Huron through professional laundries last year —

all designed to bring in more customers for you . . . and all backed-up by Huron's hard-hitting national ads in LIFE.

Next year? Velvet Rainbow's 1955 promotional campaign, sparked again by LIFE ads, will be bigger and better than ever.

Here's the line-up:

- LIFE ad reprints
- counter cards
- window stickers
- truck streamers
- newspaper mats
- telephone and routeman solicitations
- TV script
- radio script and recording
- local newspaper publicity
- postcards and direct mail letters (written by famous don herold).

Cash in on this new program now — call your Velvet Rainbow distributor salesman today and learn how he can help you do quality work — and sell it, too. The Huron Milling Company, 9 Park Place, New York 7, N.Y. A-4-1



LOW-COST VELVET RAINBOW
does 5 shirts for about 1¢.



EASY TO USE, Velvet Rainbow
speeds work.



VELVET RAINBOW BEST for
all starching and sizing.



EXPERT SERVICE—Huron's
staff is always ready to help.

VELVET RAINBOW® Starch

Helps you do quality work — Sell it too

SALES OFFICES: 161 E. Grand Ave., Chicago 11 • 13 East Eighth St.,
Cincinnati 2 • 383 Brannon St., San Francisco 7.

FACTORIES: Harbor Beach, Michigan

Starchroom Editorial

A new and forward step . . .

. . . in an educational training program is the way Edwin W. Pearce, president of the American Institute of Laundering, describes the unit-training plan which will get underway at Joliet in February. Extending over a period of 10 weeks the plan will consist of five 2-week courses running consecutively. The courses will be related so that a person can take all five of the 2-week courses for the full 10-week period or, if he prefers, he may enroll for any one of them.

There will be no age or educational requirements for enrollment in the new program. Nor will previous laundry experience be a prerequisite. The sole qualification will be that the student be sponsored by a member of the AIL. A certificate for completion of the entire 10-week session will be awarded to those who earn it.

This should be heartening news to those laundryowners who have bemoaned the fact that they could not spare a key man for the length of time required to complete the previous AIL management courses. Inasmuch as the thinking that resulted in the new plan has taken into account the lack of interest in the longer courses evident from the recent canvass of AIL members, it is reasonable to conclude that the principal obstacle to a continuation of the AIL's educational activities has been removed.

This must be true because, as we have reported in these columns before, the most frequently asked question we encounter in the plants we visit runs something like this, "Do you know where I can get a good superintendent (or sales manager or some other key person)?"

The number of classified advertisements run in STARCHROOM each month under the "Help Wanted" heading continues to be much greater than those under the "Situations Wanted" heading.

In other industries it has been demonstrated that it is actually less expensive in the long run to promote from within an organization. People who are thus promoted prove more efficient and will stick with their employers longer. And the best way to see that they are properly trained to assume managerial duties, of course, is through such educational activities as those which have been conducted for our industry on a high standard at Joliet for years. Such farsighted planning on the part of some laundryowners has kept their ads out of the classified sections. They haven't been caught short!

The forthcoming program will be conducted on a first-come, first-served basis with preference being given to those who would like to enroll for the entire 10-week program. In order to insure that the maximum possible attention be given to each, only 32 students will be allowed in each of the 2-week courses.

For the long-term welfare of your business it would be wise to send your application in now for the most promising of your employees.

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Galv. steel in 3 sizes:
30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215
..... \$119.00



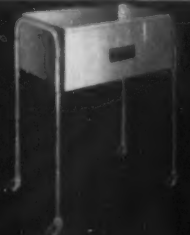
BISHOP 3-SHELF TRANSPORTER

For finished work. 26" wide x 18" deep x 64" high.
Model No. B29-11. \$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.
No. B12-2 \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.
No. B2-122 \$89.00



IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.
No. B4-5M \$99.00



BISHOP SHIRTRANSPORTS

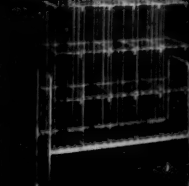
Cut handling 2/3; fold up to save space. All steel. In 2 sizes:
B29-50 (for 50 shirts) \$37.00
B29-100 (for 100 shirts) \$61.00

To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!



BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.
..... \$209.00

Rounded Corners for Easy Unloading

No. B2-9 Bishop #22 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels. \$199.00
No. B2-10 Same as above except with rubber-tread wheels. \$207.00
No. B2-17 Bishop #23 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels. \$280.00
No. B2-18 Same as above except with rubber-tread wheels. \$290.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated; stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too — goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER



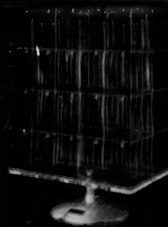
3 POPULAR SIZES

15-GALLON—36" high overall; floor space 24" x 28"; ship. wt. 175 lbs. B3-2. \$389.00
25-GALLON—38" high overall; floor space 28" x 32"; ship. wt. 225 lbs. B3-5. \$519.00
50-GALLON—45" high overall; floor space 32" x 34"; ship. wt. 280 lbs. B3-11. \$575.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.
No. B26-10. \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.

15 Bin for shirts \$295.00
for wear, apparel \$315.00
20 Bin for shirts \$325.00
for wear, apparel \$345.00



TROY PUTS THE **EXTRA** IN EXTRACTORS

54" OLYMPIC UNLOADING EXTRACTOR

	DESIGN FEATURE	BENEFIT TO YOU
EXTRA!	STAINLESS STEEL only is used for all parts of the inner baskets. Curb side sheet, top ring and cover are also stainless steel.	Corrosion-resistant stainless steel lasts years longer than plain steel or aluminum. Clean wash can not become rust-spotted.
EXTRA!	"CENTER-SLUNG" ® curb has points of suspension in a plane passing through the center of gravity, so revolving load is free to find its own center of gyration.	This patented "CENTER-SLUNG" design minimizes vibration . . . handles greater out-of-balance loads, bigger loads, more loads per hour.
EXTRA!	MOTOR IS MOUNTED INDEPENDENTLY of the curb. Drive is through flexible coupling.	No "V" belt tension on shaft or bearings. Motor operates smoothly and lasts longer.
EXTRA!	MORE SPACE is provided underneath 54" Olympic than other extractors.	Brake adjustments and other routine maintenance are much easier.

Why not find out about *all* the extras you get from Troy? Ask for a free catalog on Olympic Extractors or any other equipment in Troy's complete line of laundry machinery. Just mail coupon.

Troy

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
East Moline, Illinois

"World's Oldest Builders of Power Laundry Equipment"
Copyright, 1954

MAIL COUPON TODAY!

TROY LAUNDRY MACHINERY, Dept. SLJ-1154
Division of American Machine and Metals, Inc.
East Moline, Illinois

- ☐ Send me a free catalog on Troy Olympic Extractors
☐ Have a Troy man contact me.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION MR. _____



Sound policy: This Chattanooga plant believes in creating eye and ear appeal to attract patrons. Clean, colorful building and trucks do former; electric eye (circled right) activates chimes to give cheerful earful as customer breaks beam on way to plant store office.

How To Sell by Ear

Chimes herald trucks, store and drive-in customers and tie in with all advertising

By HENRY MOZDZER

THERE'S NO MISTAKING a White Swan Launderers and Cleaners truck for any other laundry's vehicle when it makes its rounds in the Chattanooga, Tennessee, area—even if you've never seen one.

The reason for this quick identification is the firm belief of the White Swan owners, Gordon and Oliver Perkins, in an aural type of advertising as well as visual. In other words, they believe that people should be able to identify a White Swan truck by sound as well as by sight. This is accomplished in the following manner:

Each of the laundry's seven route trucks is equipped with a four-note electrical chime mechanism which the driver rings as he stops to make a pickup or delivery.

The chimes serve to alert the customer; often she is ready and waiting with a bundle before the route salesman gets to the door. The chimes thus aid in speeding the transaction—shaving off a minute here and two there—since the customer doesn't have to go to the door to find out who is calling.

Another advantage of the aural system is that even noncustomers are aware of the presence of a White Swan truck in the neighborhood. And

if they want service that week they'll come out looking for the truck.

This device would seem to be an invaluable tool for stimulating stagnant routes and bolstering laundry volume. In the most recent (1953) survey of the family laundry market, sponsored jointly by the American Institute of Laundering and Procter and Gamble, it was found that 80 percent of the housewives interviewed did not recall a route salesman asking them to send laundry. With the chime setup the route salesman can, in effect, "ring" many doorbells without ever getting out of his truck.

White Swan has been using the chimes trademark since 1938. It is protected legally and management wouldn't think of giving it up for anything.

When you call the laundry office by telephone, you'll hear the chimes play the same tune before the operator says, "Good Morning, this is White Swan Laundry." (She sets off the chimes before speaking.)

If you drive in to the parking area in front of the plant, you'll hear the chimes sound again as you walk toward the call-office door. The mechanism was activated when you broke the beam of the electric eye which peers along the front of the White Swan property line.

The chimes are used at every opportunity so that you can't help associating the tune with White Swan. Radio spot commercials are preceded by the chimes and even the invoice ticket carries a musical bannerhead showing the four notes on a staff.

Visual advertising

A great part of the White Swan's visual advertising is concerned with keeping up the appearance of its plant, equipment and personnel. The plant has a fresh coat of paint, the route salesmen look neat, and the trucks are washed and maintained regularly and frequently.

Recently when the Perkins brothers wanted to redecorate their trucks they were faced with a problem which may have confronted other plantowners. They wanted to retain the cream and blue colors with which the trucks had so long been identified, yet at the same time they wanted to give the trucks a new look. The best way they found to accomplish these ends was by simply reversing the original color scheme. Where the trucks originally had a blue body and a cream top they now have a cream body and blue top. In this way color continuity has been maintained yet the trucks have gained a fresh appearance. □□



Musical bar of chimes trademark is carried on all invoice blanks



HAVILAND: Under today's conditions, drive-in plants, drive-in stores, and stores in shopping centers with parking are absolutely a must. We can get our share of the laundry and drycleaning market in no other way . . .

Our drive-ins are white stucco in construction and are painted twice a year, to keep the buildings attractive and inviting. The buildings must have that bright new look to make people want to drive in and use our services. It is an accepted fact that people will travel several miles to a place where they can easily pull in and park, rather than cruise around the block a few times to find a parking space at the curb.



CARNOT: It has always been my idea that we are in a merchandising business, and the first essential of good merchandising is give the customers what they want, how they want it—by offering a variety of prices and a choice of services, each predicated on its ability to meet the customers' demand and pocketbook. We were a one-service plant offering only finish service at a one-week schedule with drycleaning in three days. Here's what we offer now:

For the complete finish customer—a complete finish bundle. For the economy-minded cus-

On the basis of our experience, the all-important requisites for a successful drive-in operation are schedules—schedules for having work ready for customers quickly enough, and consistently—to meet their needs. We offer "same-day" service when requested. This is "in by ten and ready at five." Regular service is four-day—Monday-Thursday, Tuesday-Friday, and so on . . .

Once the customer is in the store, a speedy transaction is a must. The customer wants and expects quick service. This is particularly true in early mornings and late afternoons when people are in a hurry.



RAYMOND: In most cases the upgrading of the self-service customer was done by the customer rather than the operator. In his constant daily contact with his customers, he kept receiving requests for these additional services. I think I can safely say that almost universally the self-service laundry operator did not want to get into the service work and finishing work as he had somewhat of an idea of the problems and headaches that go with these added services. Again there are exceptions to this standing in that due to location, competition or other

reasons the operator jumped into these extra lines and promoted them . . .

. . . The automatic laundry is not a competitor of the commercial laundry except when a commercial plant installs a feeder plant in the same area. The automatic laundry has not taken business away from the old-line plants. It is doing something the commercial laundry has tried in vain to do since the end of the war. It is taking the bundles out of the home for the first time.



ADELMAN: Just as there are routes of from \$300 to \$1,000 . . . so there are stores of all types and volumes—walk-ins, drive-ins, with equipment, without equipment . . . We ourselves must make the decision depending on our market, amount of money to invest, and our own particular philosophy of how much business we want to do. In our situation, we selected a type unit that was entirely original in our city, feeling that originality was a vital point and in line with our methods. We also chose no equipment since our plants had this capacity, and we are forever trying to simplify our methods. Our

units are geared for high volume; this is the only way we know how to keep costs at the same level as routes and cutting down on the number of units necessary . . .

We operate under the principle that one must determine the type of market they are shooting for and the volume desired. The length one goes to on quality as well as the type neighborhood selected for operation are important . . .

. . . we believe that drive-ins generally help rather than hurt routes in an area. More business is created and people have the impact of the plant's name thrown at them more forcibly.



CANNON: In the effort to attain an organization of high morale and willing cooperation, we put first in importance the establishment of a code of practices and policies . . .

Organizational communication is a very important problem in the large plant. The need for management to keep in touch with employees is paramount. The establishment of methods and procedures for the orderly dissemination of pertinent information to the personnel affected is highly important. Small companies also may have a bigger communications problem

than they are inclined to realize in many cases.

It is true that in the smaller firm, management usually has little or no difficulty in maintaining contact with its people, but for this very reason it is often mistakenly assumed that all important information will be transmitted both ways. In many cases, the problems that take up much of management's time and effort can be traced to faulty communications, both up and down the line of responsibility. No change in policy or procedure is too small to be passed along with enough emphasis to preclude misunderstanding.

A Blueprint for Better Selling Outlined At A.I.L. Convention

By THE STARCHROOM STAFF

BETTER SELLING was the theme that attracted over 4,300 representatives of laundries and allied trades firms to Atlanta, Ga., for the sixty-seventh annual convention and exhibit of the American Institute of Laundering on October 14, 15, 16 and 17. Almost without exception the messages brought to the capacity audiences at the four business conferences were full of ideas which laundryowners could use to increase their sales in the months ahead. A feature of three of the conferences was an open forum at which members of the audience were free to ask questions of the speakers and participate in an exchange of ideas.

Pearce presides

AIL President Edwin W. Pearce presided at the opening conference. Following a welcoming address by S. A. Wix, former AIL director from Atlanta, Mr. Pearce presented the president's report in which he described current AIL activities and outlined Institute plans for the future. By accenting the sales problems confronting the industry Mr. Pearce set the keynote of the convention. He was followed by Clem D. Johnston, president of the Chamber of Commerce of the United States, who reminded the audience of its responsibility to bear a full share in the conduct of our free enterprise system in order to reap the benefits it affords.

Graham Arthur Barden, member of Congress from the third district of North Carolina and ranking minority member of the House committee on education and labor, then gave a report on the current situation in Washington as he sees it. He asked why common sense and financial integrity

will not work just as well in government as they have in business and private matters for the past hundred years.

"Why A Neighborhood Laundry?" was the subject assigned to the group of speakers at the second conference under the chairmanship of AIL Director John E. Hollingsworth of Denver, Colo. Vincent S. Wheeler of Fast Service Laundry and Cleaners, Roanoke, Va., told why he entered the neighborhood laundry business, and Jack Scharff of Model Laundry, Memphis, Tenn., described his first three months as a neighborhood laun-

dry operator. Neighborhood laundry production problems were discussed by Neal Ridley, C & S Laundry, Knoxville, Tenn., and a method of bundle control in the neighborhood laundry was described by August Mueller of Economy Drive-In Laundry and Cleaners, Bettendorf, Iowa. [A complete description of Mr. Mueller's plant appeared in STARCHROOM for September 1953, page 59.] He was followed by Wallace Grant of Rome Laundry, Rome, Ga., who outlined the sales promotion program in effect at his neighborhood laundry.

The scores of questions asked of each speaker at the conclusion of talks testified to the unusual amount of interest the broad subject of these little plants—whether called neighborhood, quick-service or feeder plants—has aroused among laundryowners across the nation. However, the thought expressed by one speaker ("The only general rule is that there is no general rule") seemed to sum up the feeling of them all. Each operator spoke from practical experience but each stressed that he was still groping for a surefire formula which could safely be applied in any community.

Following the question period, Edgar J. Forio, vice-president of the Coca-Cola Company, spoke on the subject nearest to his heart, "Public Relations and Sales." He ventured the opinion that inasmuch as no laundry had ever followed up with a letter or personal contact when he discontinued buying its service, it is possible that most members of the industry could take a page from the Coca-Cola public relations book.

"Laundry Salesmanship 1955 Style" received top billing at the third conference under the leadership of

Exhibit Policy Changes

An understanding with regard to future exhibit plans was reached by the directors of the American Institute of Laundering, the National Institute of Drycleaning and the Laundry and Cleaners Allied Trades Association at a joint meeting in Atlanta on October 15. In keeping with the agreement there will be two large exhibits in odd years, starting with 1955, and no exhibits in even years. However, the AIL and the NID will continue to hold their annual conventions without exhibits during the even years.

Next year the NID convention will be held March 3, 4, 5 and 6 at the Navy Pier in Chicago and the AIL convention will be held November 18, 19 and 20 at the Philadelphia Auditorium in Philadelphia. Both conventions will feature large exhibitions of laundry and drycleaning equipment and supplies.



"Glimpses of Washington Life" were described by Mrs. James C. Davis, wife of the Congressman from Georgia's Fifth District, at one of the ladies' luncheons. Seated at the speaker's table were wives of AIL directors (from left to right): Mrs. G. Louis Dodge, Mrs. Denys Slater, Mrs. Martin Romeiser, Mrs. Fred McBrien, Mrs. Edwin Pearce, Mrs. Reppard Landers (presiding hostess), Mrs. Davis, Mrs. J. E. Hollingsworth, Mrs. Victor D. Dalgoutte, Mrs. John Ward, Mrs. William H. Weaver and Mrs. Eileen McDargh, executive secretary, Georgia Laundry & Cleaners Association



His Honor the Mayor of Atlanta, William Hartsfield, cuts the ribbon opening the exhibit hall to visiting laundryowners, in company with Albert Johnson, AIL's general manager (left) and AIL President Pearce (right)

William H. Weaver, AIL director from Seattle, Wash. Albert B. Adelman of Adelman Launderers & Dry Cleaners, Milwaukee, Wis., presented the case for store operations, and Edgar P. Eyler of Star Laundry, Savannah, Ga., presented the case for route operations. [A complete description of current operations at the Adelman plant appeared in STARCH-

ROOM for August 1954.] Mr. Eyler was followed by L. W. Haviland of Morey-LaRue Laundry Co., Elizabeth, N. J., who gave some "Operating Tips for the Drive-In Plant." William E. Mercer of the AIL staff chose the title "First Aid for Black Eyes" for his talk on sales promotion.

The final speaker in this panel group was Francis J. Raymond of

New Albany, Ind., who described "The Launderette in 1955." Mr. Raymond is past president of the Indiana Quick Service Laundry Association and became eligible for membership in the AIL by qualifying for one of the Class F memberships authorized by the Institute's board of directors last April. He is the owner of a launderette in New Albany which was



Enjoying a chat at the close of one session were (left to right): Sam A. Wix, immediate past director from AIL District No. 1, who delivered the address of welcome to Atlanta; Congressman Graham Arthur Barden of North Carolina's third district, and AIL President Pearce



Old Timers Club of the Laundry & Cleaners Allied Trades Association elected new officers at their banquet. From left to right, they are: W. D. Ellis, Southern Mills, Inc., vice president; Sam Obitz, Pittsburgh Waterproof Co., retiring president; A. E. Wennerstrom, Olin Mathieson Chemical Co., president; J. P. Shannon, Knitted Padding Co., secretary-treasurer and Don Tuttle, Procter & Gamble, retiring secretary-treasurer of the group

SAVE

\$70—\$80—\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This **IS THE BACKBONE** of Mechanized Flatwork



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

1234 Central Ave. N.E.
Minneapolis 13, Minn.

opened in 1947 and one in nearby Clarksville which was opened in 1951.

Following the question period, Dr. George D. Heaton, member of the North Carolina board of arbitration,

described the field of employee relations as "A New and Essential Dimension in Business."

"Management for Profit in 1955" was the broad theme covered by the speakers on the fourth conference

program monitored by Victor D. Dalgoutte, AIL director from Briarcliff Manor, N. Y. Management problems of the large laundry were discussed by F. Norbert Cannon of Elite Laundry, Washington, D. C., while the same problems as seen by the smaller laundry operator were discussed by James Foasberg of the Foasberg Drive-In Laundry, Long Beach, Calif. [Mr. Foasberg's remarks were published in last month's STARCHROOM under the title, "Don't Do It Yourself."] Ben Carnot of Cleancraft Laundry & Dry Cleaners, La Jolla, Calif., spoke on "Meeting Self-Servise Laundry Competition Successfully." He was followed by George H. Isaacson of the AIL staff, who described a "Plan for Profits," and James R. Wilson, public accountant of Atlanta, Ga., who told how members of his profession can help in meeting the problems of laundry management.

Following the question period AIL's general manager, Albert Johnson, presented a 25-year service pin to Miss Myrtle Lawler, supervisor of the Institute transcribing and filing department.

Annual advertising awards

The convention was officially adjourned by President Pearce after the winners of the 1954 advertising awards were announced. Winners in each division were: newspaper advertising, Pontiac Laundry, Pontiac, Mich.; direct mail, inserts and signs, Great Western Laundry Co., Chicago, Ill., and shirt-band advertising, Ideal Laundry Co., Milwaukee, Wis. It was announced that the winning ads will be published in a special report which will be mailed to all members in January.

Active social calendar

Many social events attracted the convention visitors and their ladies during their four-day stay in the Queen City of the South. Among these were the reunions of the AIL Alumni Club and Ohio Mechanics Institute Power Laundry Cooperative Course Alumni Association, a get-together party for all delegates, the annual dance and floor show, and a recital by the Emory University Glee Club. Special events for the ladies included a style show, a luncheon and two bus tours of local points of interest. Official functions for board members of the AIL and the Laundry and Cleaners Allied Trades Association were also held in keeping with past custom. □□

All Activities Exceptionally Well Attended

Top photo shows large turnout for one of ladies' luncheons; photos below parts of large, interested audiences for business sessions





*nothing
outwears...*

*
DATEX

(DACRON DUCK)

for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.

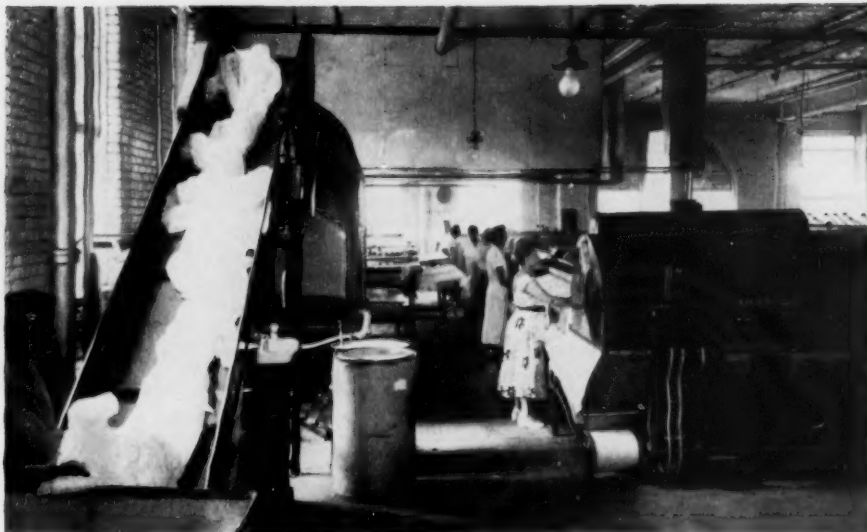
**Datex is Gibraltarized! (Pre-shrunk) Will shrink
less than any other Dacron Flatwork Ironer Cover.**



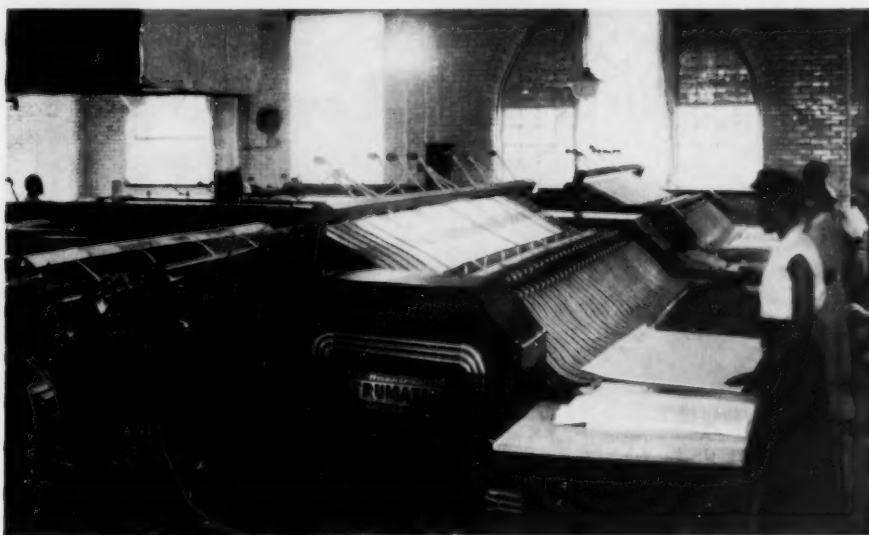
Express-Way



You can depend on your American Representative's advice in your selection of equipment from the complete *American Line*. Backed by our 86 years' experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance . . . no obligation.



\$360.00 Weekly Savings are reported by Yale Laundry, Washington, D. C., with American Mechanized Flatwork Ironing. Conveyor-fed 48 x 84" Rotaire Conditioning Tumbler (left) is conveyor-linked to Mechanical Spreaders for two 8-Roll Sylon Ironers. Small flatwork is conditioned in 34 x 72" Rotaire Tumbler (right), with conveyors taking work to feeders at 6-Roll Ironer, equipped with Stackrite Stacker shown on opposite page. Foldmaster Folder folds small work automatically.



With 12 Fewer Operators, Yale Laundry has increased production 10%. Trumatic Folders automatically fold large linens from the 8-Roll Ironers. Operators merely cross-fold and stack. Trumatics fold work as fast as it can be fed to ironers. Since Mechanized Flatwork Ironing was installed, Yale Laundry has had less labor turnover, with no personnel change in over a year.

for your flatwork... AMERICAN MECHANIZED FLATWORK IRONING

Go to see American Mechanized Flatwork Ironing in operation. You'll be conscious immediately of orderliness, speedy workflow and good planning. Efficiency stands out in this department where confusion so often reigns.

Good planning keeps floor space clear. Work travels at a fast, steady pace. Mechanical conveying and

automatic operation reduce motions to a minimum. You'll see why *mechanization* of your flatwork department means *big labor-savings*.

Mechanized Flatwork Ironing can work in your plant. An American Laundry Survey will point out the big savings, and show you how to start on your mechanization program, right now.

*World's Largest, Most Complete
Line of Laundry and
Dry Cleaning
Equipment.*

American

The American Laundry Machinery Company • Cincinnati 12, Ohio



These laundry executives discussed—

“Why a Neighborhood Laundry?”

at A.I.L.'s 67th Annual Convention

1

Why I Entered the Neighborhood

Laundry Business . . . page 24

By VINCENT S. WHEELER
Fast Service Laundry and Cleaners
Roanoke, Virginia

2

My First Three Months of Neighbor- hood Laundry Operations

page 30

By JACK SCHARFF
Model Laundry-Cleaners
Memphis, Tennessee

3

How We Opened Our Neighborhood

Laundry page 36

By NEAL RIDLEY
C & S Laundry
Knoxville, Tennessee

4

Sales Promotion for the Neighborhood Laundry

page 42

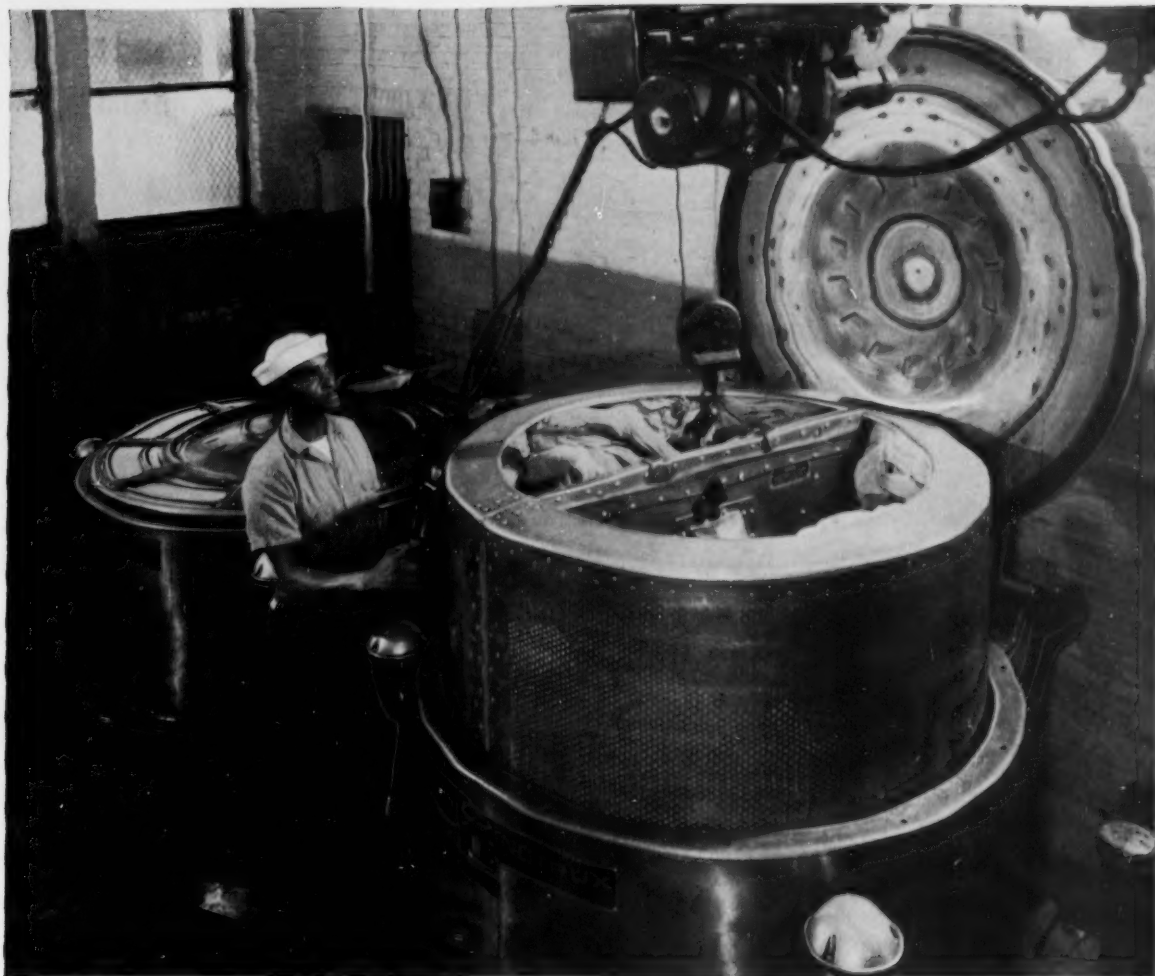
By WALLACE GRANT
Rome Laundry
Rome, Georgia

No single subject compels more attention among laundryowners today than the changing laundry market. Because this change will continue to profoundly affect laundryowners everywhere, the American Institute of Laundering invited five industry executives to address the sixty-seventh annual convention on what they are doing to meet the challenge. STARCHROOM presents on the following pages the observations which four of these

men passed along to their fellow laundrymen at the panel discussion, “Why a Neighborhood Laundry?”

The remarks of August Mueller of Economy Drive-In Laundry and Cleaners, Bettendorf, Iowa, are not included because a complete description of his operation may be found on page 59 of STARCHROOM for September 1953.

—The Editors



NO RUSTING!...NO CORROSION!...IN ENDURO STAINLESS STEEL LAUNDRY EQUIPMENT. ENDURO is solid stainless steel, with no applied surface to chip, peel, crack, or flake. It stubbornly resists rust and corrosion. Detergents and washing compounds do not affect it. It is easy to clean and to keep clean. It is strong and tough, able to take many a bump and a bang. ENDURO equipment stays on the job, year after year, paying its way, paying a profit. And, looking mighty handsome, too. You can buy ENDURO Stainless Steel quality in all kinds of laundry and cleaning equipment from leading manufacturers. Ask them, or write:

REPUBLIC STEEL CORPORATION

Alloy Steel Division • Massillon, Ohio
GENERAL OFFICES • CLEVELAND 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

REPUBLIC
ENDURO STAINLESS STEEL



Other Republic Products include Carbon and Alloy Steels — Steel and Plastic Pipe, Tubing, Lockers, Shelving, Fabricated Steel Building Products



Wheeler plant occupies half-acre plot located on link street connecting two best residential sections and leading into Roanoke's business district. Building measures 90 by 30 feet, is set back 50 feet from road. Its 8,000 square feet of parking space provide ample room for customers who all come in by auto. Neon sign added only recently is credited with increasing sales 10 percent over last year.

Panel Discussion No. 1

Why I Entered the Neighborhood Laundry Business

THE BASIC and primary reason why I entered the neighborhood laundry business was, of course, to keep from starving to death. I was 43 years old at that time and I was employed by a large plant that was capitalized at a half million dollars. My salary was not stupendous, and my wife and I had two small children who would be ready for college before long. My wife

By **VINCENT S. WHEELER**
Fast Service Laundry & Cleaners
Roanoke, Virginia

and I were both college graduates, and we felt that our children were entitled to the same opportunity.

If any change came in the ownership of a half-million-dollar plant,

there was very little I could do about it. One day my boss bought two washers and an extractor for \$15,000. I made up my mind that day if I ever got \$15,000, I would open a complete laundry and drycleaning plant.

When I went to work for that large plant in 1935, it had just combined two laundries, had enlarged the building, and bought quite a lot of addi-

Vincent S. Wheeler's parents moved to Roanoke, Virginia, in 1919. When his father, a Methodist minister, was assigned to another city, Vincent remained in Roanoke. He was graduated from Emory and Henry College, Emory, Virginia, with a B. A. degree in 1928, and immediately went to work for an ice and cold storage business.

The ice company also owned a laundry, and when the laundry manager resigned in 1935 Mr. Wheeler assumed his position. As the new laundry manager

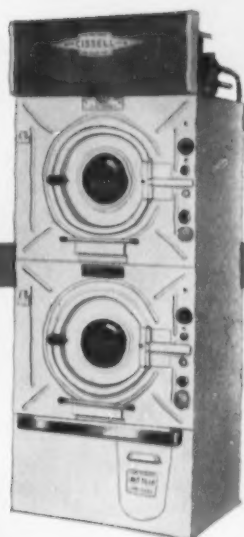
he learned the business from the traveling salesman. Every salesman who called on Wheeler was escorted back into the plant to show him the "how's and why's" of the business.

Business increased substantially until at one time this plant was employing 300 people. Fire destroyed the plant in 1949, and shortly afterward Mr. Wheeler left to open his own establishment.

In February 1950, Mr. Wheeler built and opened Fast Service Laundry and Cleaners in Roanoke.

CISSELL TUMBLERS

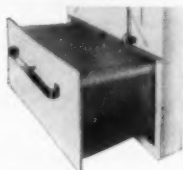
Cissell Laundry Tumblers in Twin, 36" x 18", 36" x 30", and 42" x 42". Gas-Fired or Steam-Heated. Cissell Dry-cleaning Tumblers in 36" x 18", 36" x 30", and 42" x 42". Steam-Heated only.



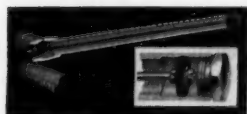
EASY TO CLEAN

with extra large, built-in Lint Drawer

LINT COLLECTION is simple . . . cleaning is easy and less frequent. Examination may be made quickly and as frequently as desired. Buttons, clips, coins, and other articles, which often escape basket, are collected before passing



through fan. The result: a reduction in spark hazard and damage to fan blade. All Cissell Tumblers are designed for simple maintenance. This and many other features such as double walls and no-sag baskets make Cissell Tumblers the talk of the industry. Consult your jobber for the complete story!



BUILT-IN STEEL BRUSHES

CLEAN GAS BURNER IN LESS THAN ONE MINUTE, in one, easy stroke, without removing burner assembly. Unscrew plug at front end of burner, and pull forward. Brush on rod, attached to plug, cleans burner parts, and brings carbon and waste particles forward to outside of burner. Re-insert brush, and lock plug in burner. Brush on rod remains in a storage recess at rear end of burner, ready to clean burner when required.



CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.—831 S. First St., P. O. Box 1143, Louisville 1, Ky.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors Address Correspondence Attention Export Dept. Cable Code "CISSELL".



Unobstructed view of plant allows customer to see how laundry is processed. Original equipment comprised five 20-pound semi-automatic washers, three 20-inch extractors, two 36-by-18-inch tumblers, a 42-by-42-inch shakeout tumbler and a 50-gallon starch cooker. For finishing: one two-roll 120-inch flatwork ironer, one two-girl shirt unit, a wearing apparel unit, linen press and sock form. Power plant has a 60 hp. boiler and a 1,000-gallon hot-water heater. Water at 10 grains hardness is softened by zeolite method. Average bundle coming into plant weighs between 18 and 19 pounds and is washed individually. If two small bundles must be processed together to bring up the load, one is identified with pins. Following drying stage, order is placed on individual lot cart and pushed from one finishing unit to another until specified service is rendered. Plant operates on five-day production week

tional equipment; needless to say, there was a rather large indebtedness. In the course of a few years, we paid off the indebtedness and again expanded. In fact, we were running 23 trucks, had three eight-roll ironers, two seven-girl shirt units and one four-girl.

In June 1949, this plant burned and the boss planned to rebuild. Well, I figured I had helped to pay for the plant once, and if it was rebuilt I could pay for it again and it would still be his. I owned my home, which was worth \$15,000, in a good section of town, had \$30,000 worth of life insurance and fairly good credit established at one of our local banks.

Cash-and-carry potential

At the large plant our call-office business had a steady growth. Our customers were mostly married couples who worked and lived in apartments. I had watched this growth closely and I was convinced that the chain grocery stores had educated the people enough in cash-and-carry so that there would be enough people to support a small plant in the residential district in a cash-and-carry cleaning and laundry operation.

One day while I was sitting guard in the ruins of our burned plant, I picked up a copy of one of the trade journals and read about the package laundry. The next day or so a man called on me whose company marketed the package laundry and immediately we began talking about the package plant. This company had just installed one of these plants in a town not so far from Roanoke.

Fast-Service Rate Schedule

Wetwash—6¢ lb.

Fluff-dry—8¢ lb.

Complete finish—flatwork 11¢ lb. and wearing apparel 35¢ lb.

Rough-dry—flatwork (ironed) and wearing apparel (starched and tumbled) 12¢ lb.

Thrifty—flatwork (ironed) and wearing apparel (damp) 10¢ lb.

List price—sheets 13¢; bath towels 8¢; pillowcases 6¢, etc.

Shirts—dress 20¢; sport 25¢; drycleaned 50¢

Plain suit or dress—\$1.10 minus 10 per cent discount

I went down unaccompanied to look over this installation. I was amazed at what I saw—a two-roll return feed ironer, and the pillowcases coming out dry at one pass. I had been sending pillowcases and heavy towels back in an eight-roll. The towels and knit underwear were all tumbled. The individual system of handling bundles—loose washing, no nets—caused the saving in labor to be immediately apparent. So right away we started making plans for the purchasing and building of a package plant.

We bought all of our equipment from one company, both laundry and drycleaning, on February 1, 1950, and had it all installed in one week's time. When we opened our doors we owed \$50,000.

In the center of our building we have two doors entering into a U-shaped counter area which extends a total of 50 feet in all three directions, with shelves beneath the counter for storing laundry. There are no partitions in our building, which enables the customers to see their laundry being processed. The drycleaning is stored on racks in full view just to the left of the counter.

When we opened up we had two



1. Your Wyandotte man can show you how to save on fuel costs with Wyandotte's economy twins, CARBOSE CR and K-5. Give him a call. For the number to dial, consult your classified phone book—or write us direct.

2. Wyandotte's economy twins, CARBOSE CR and K-5, make cold-water rinsing practical for both family and commercial work: let you save hot water for big fuel savings, and improve whiteness retention.

Cut fuel bills up to 30% with a single phone call!

That's the kind of cost reduction laundries all across the country are enjoying with Wyandotte's economy twins, CARBOSE CR and K-5!

You can save up to 30% or more in fuel costs with Wyandotte's economy twins, CARBOSE* CR and K-5. A call to your Wyandotte man is all it takes!

CARBOSE CR, Wyandotte's exclusive "CMC" product, makes cold-water rinsing really practical! It lets you reserve hot water for break and suds; gives more steam for heating flatwork ironers and presses—and helps put an end to rolling on flatwork ironers! Moreover,

CARBOSE CR improves whiteness retention; prevents redeposition of soil and dead soap on the fabric.

K-5—sensational soap builder for use with CARBOSE CR in cold-water rinsing—makes soap work harder. It neutralizes body acid, loosens and emulsifies heavy soil, "pulls" heavy stains. K-5 leaves no soap build-up on fabrics; gives faster, more complete soil removal—and encourages short washing formulas!

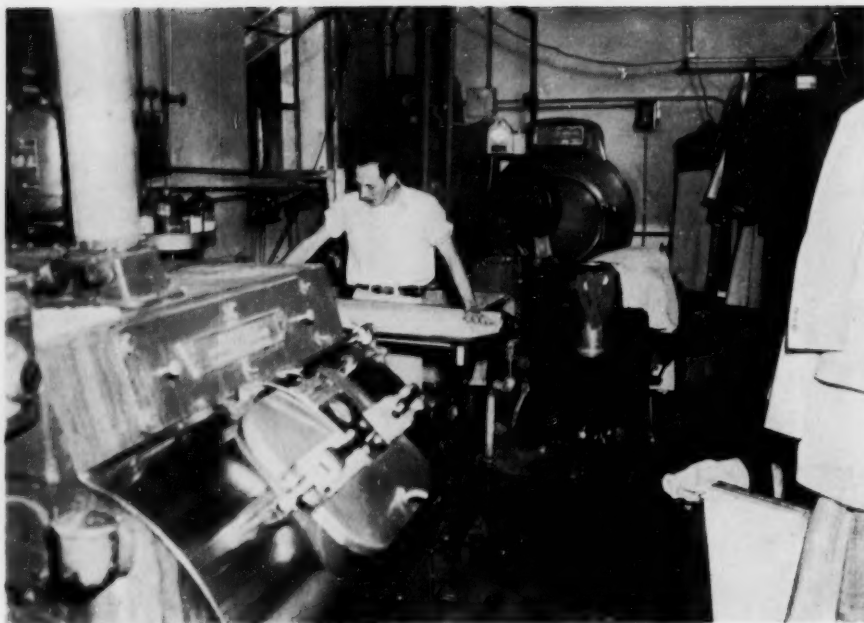
Join the laundries enjoying big fuel savings with Wyandotte CARBOSE CR and K-5. Telephone your Wyandotte representative or jobber, right now, and arrange a demonstration! *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California.*

*REG. U.S. PAT. OFF.

 **Wyandotte**
CHEMICALS

Helpful service representatives in 138 cities in the United States and Canada

Drycleaning department is located downstairs in 30-by-40-foot room which houses 30-pound synthetic unit (operated on a 4 percent charge), 20-inch extractor, small cabinet drier, 30-by-18-inch tumbler, windwhip and pants stretcher. Finishing equipment consists of three utility presses, mushroom press and silk finishing unit. Also a coat form, bag sleeve and shoulder puff are included



trucks; we had to fill the plant because the notes on the equipment were \$1,048 a month. After six months of operation, I cut off one truck and a year later I had either to expand both building and equipment or cut

off the other truck. So I held my breath and cut off the other truck. Now we are completely cash-and-carry and no charge accounts.

Continuing expansion

By 1953 we had to expand our building and purchase more equipment. We built a 30-by-30-foot wing on the back and added a sport-shirt unit which is also used for ironing wearing apparel.

We started with a staff of 10 and now employ 25 people on the average. Our business runs around \$2,000 per week, one-half laundry and one-half drycleaning. We have added to our original equipment, in addition to the sport-shirt unit already mentioned, one two-girl shirt unit, and a mushroom press at the end of our linen press to make a wearing apparel unit out of it.

We advertise five-hour service but have only one or two calls a day for this service. Our regular service is "In today and out tomorrow." This takes care of the majority of our customers.

We do an average of 3,000 shirts a week. We starch our shirts by hand, marking the shirts in the collar for no starch, light starch, heavy starch, and no mark for medium starch.

In all of our services we try to please the customers by giving them what they want and when they want it. Our prices are above the general average.

There are many advantages to small cash-and-carry plants. You do not

have to clean up the whole town and the adjoining county. You can just settle down, do a nice quality job and make a good living.

With a plant wide open and no posts or partitions, you can get away from a lot of high-priced supervision. The operators, the checkers and the wrappers can wait on the counter, and the office girl has her desk near the counter, which enables her to help, also.

Another distinct advantage is the fact that your customers learn to know you and your employees by name, which allows the employees to learn how the customer wants things done, and a friendly relationship is built up which no laundry routeman can take away from you.

Flexibility aids speed

With the package-plant system you have a very flexible service from the time a bundle goes into the washer until it is wrapped. About one and a half to two hours elapse which allow you to meet almost any demand for rapid service. By individual washing, you practically eliminate claims. Months go by in which we never pay a claim.

These facts, along with the pride of ownership, the satisfaction of doing a good job serving the public, and sharing with my employees in the form of good wages are the reasons for my being here, also for being in the "Neighborhood Laundry Business." □□

(Panel continued on page 30)



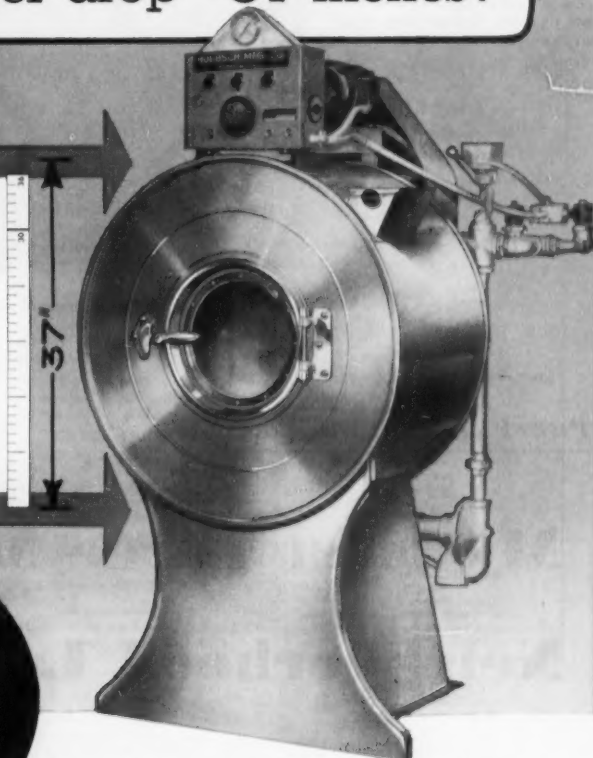
Finished cleaning is brought up from cleaning room by means of double black pulley arrangement to which is attached a large hanger-like rig. This rig is capable of holding up to 20 orders at a time. Garmets are transferred manually to storage racks arranged alphabetically to rear of operator



LAUNDRY OWNERS TELL US...

"The Huebsch Washer is better because of the bigger drop—37 inches!"

37" DROP
assures a good
washing job, even on
very soiled wash



HUEBSCH
open-end WASHER

3 Types of Controls

AUTOMATIC (shown above)—Automatically runs through a set formula of three suds and three rinses to completion. Number of suds and rinses can be varied to suit specific needs. Supplies must be added. Semi-automatic and Manual controls also available.

GET ALL THE FACTS on how Huebsch Washers can profitably fit into your laundry operations. Write for details. No obligation, of course.

● Laundry owners report the bigger drop in the washing cylinder, a full 37 inches, gives the Huebsch Washer a big advantage over the standard 28-inch, 30-inch, or even 36-inch diameter washers. The Huebsch Washer has a 50-pound capacity, ideal for handling small and medium sized loads. Excellent mechanical action, *plus* the 37-inch drop, means even badly soiled clothes are easily cleaned.

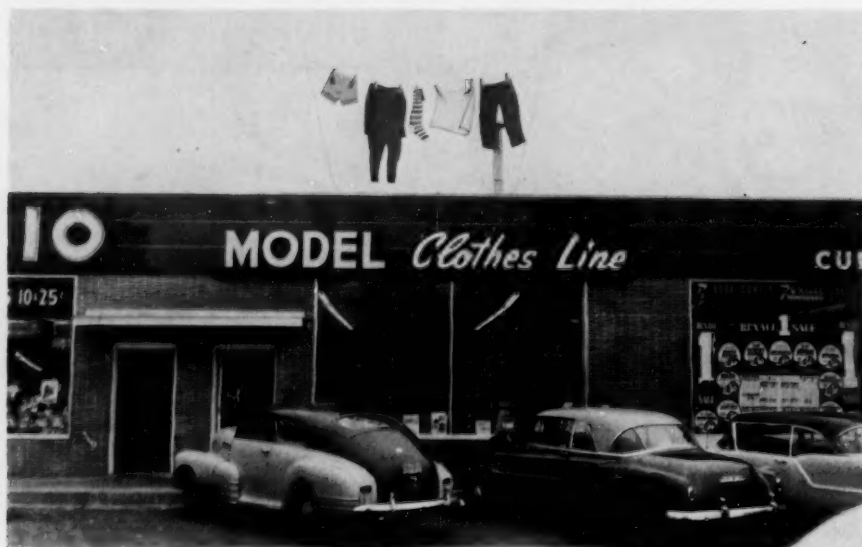
Look at the washer's features and you'll see they are typically Huebsch... simple in design, yet built so sturdily of stainless steel you can expect years of economical, untroubled service. Low initial cost. Low operating cost.

HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DESIGN TOWELERS
Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper • Automatic Valves
Feather Renovator • Double Sleeper • Collar Shaper and Ironer • Garment Bagger • Cabinet
and Garment Dryers • Washometer • Open-End Washer

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLTON ST., MILWAUKEE 1, WIS.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

Model's neighborhood plant in Berclair community of Memphis is flanked by drugstore on one side, five-and-ten-cent store on the other



Panel Discussion No. 2

My First Three Months of Neighborhood Laundry Operations

THERE WERE TWO REASONS why we decided to go into a neighborhood laundry operation. First, we needed more dollar volume to make up for the narrower profit margin. Secondly, we needed tonnage to fill the physical capacity of our main plant which we had enlarged when volume was at its peak.

We believed that the problems we had to solve were these:

1. Our route salesmen could not find some of their prospects at home.
2. Our route salesmen were not selling some of their prospects because of personal prejudices against commercial laundries.
3. There was a lack of aggressive selling among our route salesmen.
4. We had difficulty in procuring good route salesmen.

We felt that neighborhood laun-

By JACK SCHARFF

*Model Laundry-Cleaners
Memphis, Tennessee*

dries would provide some of the answers to these problems.

First, prospects that route salesmen could not find at home were "on wheels," in their cars. We believed neighborhood laundries could offer the convenience of a good location, fast service, and hours customers wanted. An operation with activity on the premises would help sell some prospects who felt that they had no need for a commercial laundry. We felt so strongly about this particular point that we even went to the extreme of eliminating "Laundry-Cleaner" from our name. We were afraid that some prospect might see "Laundry-Cleaner" and feel that they had no need for our services, and not even stop to investigate. However,

the name "Model" was a respected, well-known name in Memphis and we wanted to take advantage of this fact.

We finally arrived at the name "Model Clothes Line." Our sign consists of our name with an actual clothes line above it. Cutouts of caricature garments hang on the line (see illustration above and cover).

We also felt that there was an opportunity for closer sales supervision and an opportunity to acquire more aggressive salesmanship in a neighborhood laundry.

In the beginning we selected two locations. One was a shopping-center location; the other was not in a shopping center, but it was on a busy thoroughfare. We felt that the one in the shopping center would have the advantage over other stores nearby, pull more traffic to our store, thereby increasing our opportunity to sell our services. We also felt that the large parking area would be ample. The

(Continued on page 34)

TIMKEN

Roller Bearing Axle Company.

Main Office: 3100 to 3110 North Second St.
ST. LOUIS, MO.

— BRANCHES —

NEW YORK—No. 1769 Broadway (N. W. Cor. 97th St.)
BOSTON—No. 29 Beverly Street.
BROOKLYN—No. 40 Decatur Place.
PHILADELPHIA—Fulton & Walker Sts.
2nd and Filbert Sts.

WHAT THEY SAY.

"We are hauling 100 cases of beer, weighing 60 lbs. each, 6500 lbs., and with the weight of the wagon, 1600 lbs., a total of 8100 lbs., with one (1) horse with team, since we had our wagon equipped with Timken Roller Bearing Axles."
WALDBERG BREWING CO.,
Jamaica Plains, Mass.

"I had become the wagon I pull is not equipped with TIMKEN ROLLER BEARING AXLES. I have to pull from 1:00 to 4:00 P.M., and it is killing me."

Parts represented by fig. 1 and 2, tapered roller bearing, Timken Roller Bearing.

Since last our exhibition at the St. Louis Fair, we have sold at the St. Louis and New York fairs, Timken Roller Bearing Axles, and have secured of you most successful roller bearing axle and axle with Timken Roller Bearing Axles. The axle is equipped with the tapered roller bearing and the roller bearing axle requires a force of only 8 pounds to start it and a force of 100 lbs. per inch of draft.

FORMERLY

TWO HORSES
Were required to pull this Sundry.

NOW

ONE HORSE
Can pull this Sundry by the bit.

See names on picture carried on page 5.

COPY.
BUCKEYE BUGGY CO.
Manufacturers of FINE VEHICLES.

COLUMBUS, O., March 25th, 1914.
Timken Roller Bearing Axle Co.,
St. Louis, Mo.

Gentlemen—We are pleased to say that the Timken Roller Bearing Axle has proven a great success wherever we have used it.

One particular vehicle that we put it on, a large six-passenger carriage, we shipped to a customer in Chicago. He uses but ONE HORSE in pulling this large vehicle with SIX PEOPLE in it. This certainly shows a great saving in draft, and we are glad to have our first complaint regarding them.

We think that you have the right principle, and that that principle is made a success by the patenting one which you exercise in fitting up the lower and rollers. We expect to largely increase our use of your axle. We are,
Very truly,
(Signed) Buckeye Buggy Co.,
For C. E. Jackson, Manager.

COPY.
KNIGHTSTOWN BUGGY CO.
WHOLESALE MANUFACTURERS for the South.

"Knoxville, Tenn., April 11th, 1901.
Timken Roller Bearing Axle Co.,
St. Louis, Mo.

Gentlemen—Years of the life to hand and will say in reply that the roller bearing axle we bought from you have more than given satisfaction. They were put on a heavy survey, usually a two-horse vehicle, but with Timken Roller Bearing Axle and horse can pull the survey almost by the bit.
Yours respectfully,
Knightsdown Buggy Co.

TIMKEN

Roller Bearing AXLES

Reduce draft over 80 per cent.
Require oiling only twice a year.
Can be substituted for ordinary axles on old vehicles.
Can be used with any standard wheel, old as well as new.
Are mechanically perfect. No break-ages. Practically no wear.
Are easily adjusted. No play.
No rattling. No lost motion.
Are adapted to all vehicles from the lightest speeding wagon to the heaviest truck and railroad car. Best on earth for automobiles.

Do your horses play out?
Do you want to double their service-able life?
Do you want to double the earning capacity of your vehicles?
Do you want to decrease the number of horses required to do your work?
Do you want to reduce stable expenses?
Do you want to pass other drivers?
Are you tired of oiling your axles every day or two?

IF SO, EQUIP ALL YOUR VEHICLES WITH

TIMKEN

ROLLER BEARING AXLES.

FOR SALE BY
All First Class Carriage and Wagon Manufacturers
and Dealers.

Write us for booklet "Saving the Horse"

Address all communications to
TIMKEN ROLLER BEARING AXLE CO.
Department F, St. Louis, Mo.

IT MAKES A HORSE LAUGH

To Equip His Vehicle with
TIMKEN ROLLER BEARING AXLES

BECAUSE
His work is made easy.
He can do double the work he could formerly.
His life-time is doubled.

HIS OWNER LAUGHS EVEN MORE

BECAUSE
The draft on his vehicle is reduced over 80 per cent.
The earning capacity of his vehicle is doubled.
He has the fastest vehicle if not the fastest horse.
He has to oil his axles only twice a year.

In terms of performance—

TIMKEN® bearings still give you more for your money than any other bearings you can buy

IN 1901, Timken® tapered roller bearings were used mainly in wagon wheels. They saved "horsepower", manpower, materials and equipment. They were the best bearings you could buy.

Today, 53 years later, Timken tapered roller bearings are used in thousands of applications. They still save horsepower, manpower, materials and equipment. And they're still the best bearings you can buy.

Why? Because we've never stopped improving Timken bearings. One example: we're the only U. S. bearing manufacturer that makes our own steel to control bearing quality every step of the way.

In terms of performance, Timken bearings still give you more for your money than any other make. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".

TIMKEN

TRADE-MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS



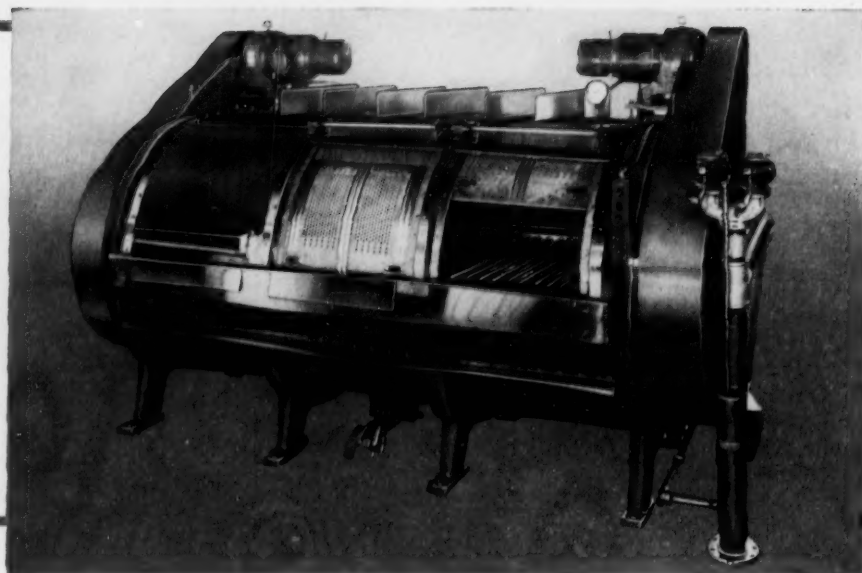
NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER

BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

**NOW!—54"
SUPER**

open type
metal washer
for large volume
operators —
featuring

QWIK-OUT
removable
horizontal
unloading trays



for Easier Unloading ... Cleaner Washes!

Light weight aluminum partitions are easily placed in cylinder.

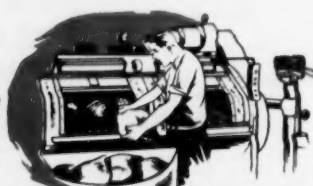


If you want superior washability plus easier unloading, you'll want to investigate the new SUPER METAL WASHER with "QWIK-OUT" removable metal unloading partitions.

● Available now in 36", 42" and 54" cylinder diameters.

Open pocket design permits work to drop the maximum distance during the washing operation. This principle has been proved best for thorough soil removal. Add SUPER'S highly efficient cylinder design . . . full length round-nose lifting

After cylinder is inverted work can be slid off partitions without lifting or strain.



ribs . . . 626 smooth embossed perforations per square foot . . . properly timed reversing controller and you've got SUPER washability for faster, cheaper, cleaner washing.

Qwik-Out removable horizontal unloading partitions reduce operator effort and fatigue to a minimum. No stretching to reach work at bottom of cylinder! No lifting of work! Operator simply places light partitions in the compartments, closes doors, turns cylinder one-half turn. All work is deposited on top of partitions where it can be easily reached and slid directly into containers.

For all the facts on Super Qwik-Out, send for bulletin W-9-52.



Unloading Washers



Conventional Washers



Open-top Extractors



Automatic Folders



Chest & Cylinder Ironers



Laundry Presses



Automatic Controls

Investigate the complete SUPER Laundry Line. Jobbers in all principal cities.



SUPER LAUNDRY
MACHINERY
COMPANY

A Division of
St. Joe Machines
"Since 1877"
**ST. JOSEPH
MICHIGAN**

**Why it
pays you
to use . . .**

**Whitehouse
DIAMOND
NETS**

If you prefer a knit net, why not use the best? Whitehouse *Diamond Knit Nets* are carefully constructed of long-wearing nylon to give you the type of service that means *money saved for you.*

Diamond nets were developed only after careful research and extensive testing by the Whitehouse Research Laboratories. They were not the first knit net on the market. But we honestly believe you'll agree that for a net of knit construction, *Diamond* nets offer you improvements and advantages over ordinary knit nets. Try them and see!

And don't forget the other quality Whitehouse products, especially developed for the laundry and dry cleaning industries—including nylon and dacron press covers and the famous "Blue Streak" and "Rok-Rib" woven nylon nets.

**Now available
in solid colors
RED • GREEN
BLUE • YELLOW**

● **Continued Leadership through Constant Research**

WHITEHOUSE NYLON PRODUCTS

360 FURMAN STREET

BROOKLYN 1, N. Y.



"These are the washers where your laundry is thoroughly and gently washed in 7 changes of water (almost 100 gallons)," reads sign (lower left) over washers in one of Model's neighborhood plants. Similar messages appear over tumblers and extractor.

(Continued from page 30)

other store site offered us the flexibility of selecting a location without too much regard to surrounding businesses plus our own off-street parking facilities.

We preceded the opening at each location with a direct-mail campaign on a large scale. The shopping-center location opened along with the other stores in the center and we had what might be called a "grand opening." We had over 500 visitors the first day and we spent about \$700 for the celebration.

Our opening at the single location was much quieter. As a matter of fact, we opened without any ballyhoo or fanfare other than the direct-mail program. To our mind, the \$700 spent for the grand opening in the shopping center was money thrown away. At the end of the first month of each operation, the single-location store, despite its unglamorous opening, was doing more business than the other.

We offered a complete laundry service at each location but processed only damp wash, fluff-dry and finished shirts on the premises. "Same day" service on finished laundry and drycleaning was offered and this work was fed into our main plant.

We felt that a branch operation would complement a route in the same area. For this reason we created an additional route in order to have a route operating out of each branch. This proved to be a sound idea. [The two neighborhood plants were both opened in an area formerly served by the same Model route. It is interesting to note the volume of the two split routes has steadily increased since the opening of the neighborhood plants.—EDITOR]

One problem we anticipated prior to actual opening was supervision. Even though we hired our first sales-girl-supervisor several weeks before the actual opening, we had a definite problem in training her—particularly in quality and production control.

Without proper supervision and production control it would be impossible to keep any business we might get.

Our next big problem in the shopping-center location was parking. Even though there was ample parking space we found that customers for other stores, notably the grocery store, parked for an hour or longer while our customers wanted to park only a few minutes. This caused congestion. Even though there might be plenty of parking space available in

the area, it was seldom close enough to our store to be of any use to us.

We also ran into the problem of peak-hour personnel and found it necessary to carry a rather heavy payroll during slow hours in order to have enough people during peak hours.

We found that what we needed was not a complete neighborhood laundry, independent of the main plant, but a feeder plant. Upon reaching this conclusion, we discontinued shirt finishing on the premises. There was not sufficient demand for quick shirt finishing to justify the supervisory and cost problems involved in operating the unit.

We believe that the purpose of any production on the premises is to provide fast service to attract prospects who feel they have no use for a commercial laundry, in addition to creating activity which attracts store traffic by gaining the attention of passersby. We feel that the cost of investment in, and operation of, a complete laundry is too great to justify when the main plant has unused capacity. However, individual cases would be governed by individual circumstances.

We believe that shopping-center locations are inferior to good single locations due to parking facilities and the habits of the customers. We did create new business that the route salesmen were not getting, as evidenced by the wicker-basket bundles which obviously come from home laundries. Further, we are getting drycleaning even from non-laundry families.

The same-day service for work processed at the main plant is essential but high quality must be maintained. Some customers have the idea that the quality of such fast service is not up to par. Sometimes they are right.

We believe that branch operations complement route operations. Good supervision and management are indispensable. In our case, we believe that a store operation is more expensive than a route operation but that some new business is obtained that could not be obtained by route salesmen. □□

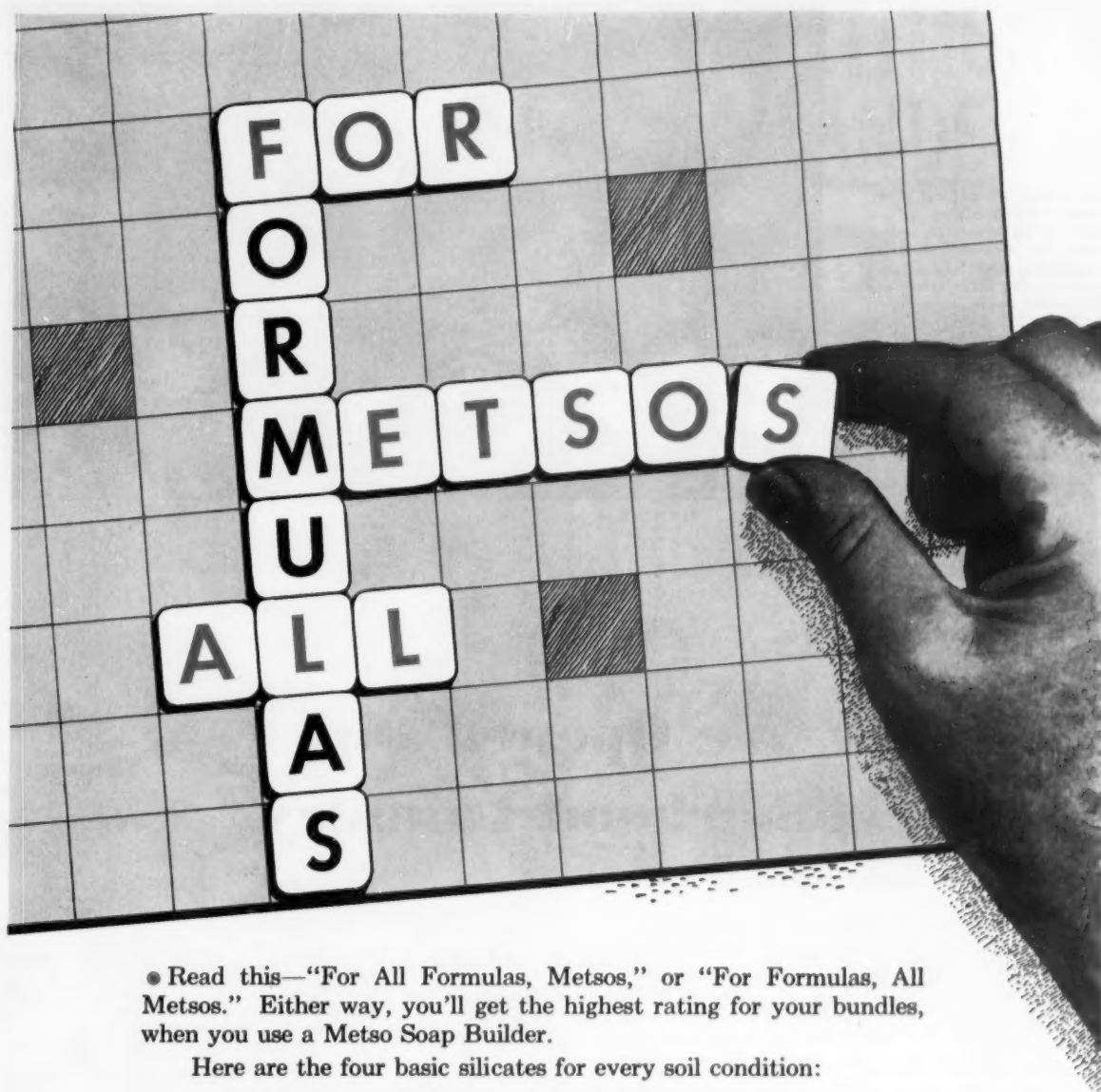
(Panel continued on page 36)

Jack Scharff was born 31 years ago in Memphis, Tennessee, and received his early education in the schools of that city. His background was thoroughly laundry, for his family has been in the business since 1905.

Mr. Scharff later attended Culver Military Academy and Purdue University in Indiana. During World War II he served three years in the Army as

pilot of a liaison plane for field artillery. He was discharged with the rank of Captain.

Mr. Scharff has been associated with Model Laundry and Cleaners in Memphis since 1946. The 49-year-old laundry and cleaning firm operates 25 family routes, 3 wholesale or commercial routes, one downtown branch and two suburban neighborhood laundries.



● Read this—"For All Formulas, Metsos," or "For Formulas, All Metsos." Either way, you'll get the highest rating for your bundles, when you use a Metso Soap Builder.

Here are the four basic silicates for every soil condition:

Metso Granular	Sodium Metasilicate, Pentahydrate
Metso Anhydrous	Sodium Metasilicate, Anhydrous
Metso 99	Sodium Sesquisilicate
Metso 200	Sodium Orthosilicate Concentrated

Metsos are used in every type of laundry . . . in all classifications—whites, colors, short formulas, linen supplies, diapers, overalls, wiping rags, blankets, rugs. They are dependable performers.

Ask your distributor for Metso prices and deliveries, or write us.

PHILADELPHIA QUARTZ COMPANY
1160 PUBLIC LEDGER BLDG.
PHILADELPHIA 6, PA.



Metso® Detergents
PQ® SILICATES OF SODA

Plant tour brought out an estimated 8,000 persons in two days. Many expressed amazement at different kinds of equipment used in processing and finishing their clothes and household linens



Panel Discussion No. 3

How We Opened Our Neighborhood Laundry

By NEAL RIDLEY

*C & S Laundry Company, Inc.
Knoxville, Tennessee*

ONE MAJOR REASON for the decline and fall of many business enterprises is failure to keep in tune with up-to-the-minute wants and needs of the consumer.

In the past few years all of us have watched neighborhood shopping centers develop at an alarming rate of speed. We have watched, too, how Mrs. Housewife has reacted and have found her delighted to have such conveniences at her own back door. You and I know Mrs. Housewife is vital and important to us, for surveys will prove that she spends about 90 percent of the family income.

Changes in public moods and viewpoints often occur with surprising

suddenness. A business enterprise that was up-to-date as recently as five years ago oftener than not is out-of-date today.

Henry Ford is said to have remarked that, "The customer can have his Ford painted any color he wants, as long as it is black."

Mr. Ford was destined to discover, and alert enough to admit, that with black cars only his product was deplorably behind the times. It is just

like telling our laundry and drycleaning customers that they can have our services if they want to drive across town to our location.

Having observed Mrs. Housewife retreating more and more to shopping centers for washeteria service in preference to a commercial laundry, because of convenience, I was prompted to establish a neighborhood laundry.

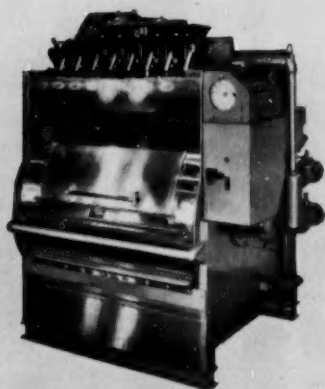
After a careful survey, we selected a suburb (Fountain City) in the north section of Knoxville, where no cash-and-carry laundry service was available, as the ideal location for this type of plant.

An excellent building was acquired in the shopping area with plenty of

Neal Ridley has a long and successful record of service with the C & S Laundry Company, first as plant superintendent and later as general manager. In 1951 he was elected president and general manager of the firm, which operates two plants in Knoxville, Tennessee, and one in Oak Ridge, Tennessee.

Mr. Ridley has been associated with the laundry and drycleaning industries for 26 years. He has been active in promoting better relationships and better understanding among the laundries of eastern Tennessee and has also served as president of the Knoxville Laundry and Dry Cleaning Association.

**ROBOT
MODEL
200
44" X 44"**



**ROBOT
MODEL 300
44" X 64"**



**ROBOT MODEL
400 44" X 84"**



COMPETITION DEMANDS EFFICIENCY.... **TOP** EFFICIENCY IN THE WASHROOM *Demands* **A ROBOT**

Competition is becoming keener everyday, and as a result a much more critical customer is being developed. This trend demands that top efficiency becomes a prime requisite in the washroom. Top efficiency in turn requires modern, automatic washers that will consistently operate with precision and a minimum of maintenance.

ROBOT Fully Automatic Washers do more than meet this prime requisite. Trouble free automatic operation - PLUS - the elimination of the "human-error" factor. ROBOTS with their unfailing "Wash-O-Matic" brain are completely automatic, always efficient and dependable.

Today's competition demands that you investigate immediately... write today!



ROBOT

LAUNDRY MACHINERY SALES
DIVISION OF THE WOLF COMPANY
CHAMBERSBURG, PENNSYLVANIA

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on ROBOT Self-contained Automatic Washers.

Name

Company

Address

City Zone State

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER



American Airlines turned over its office window in downtown Knoxville to feature a display of C & S Laundry's prizes



Card displays along main arteries of traffic reminded motorists and pedestrians alike of C & S Laundry's open house

drive-in and parking space. We were determined that this was to be modern in every respect—equipment, quality, service and intelligent promotion.

Equipment was installed designed to handle a maximum volume of \$2,500 per week.

Now that we had the facilities, we wanted Mrs. Housewife to know and see for herself that in her own neighborhood there was available a

modern plant equipped to give her the kind of laundry and drycleaning that she demanded.

A formal opening was planned to coincide with the twenty-fifth anniversary of our Knoxville plant and open house was scheduled for two days (March 30 and 31) at both plants.

To publicize our open house, all of our regular advertising media were concentrated on inviting the public to visit and inspect our plants. So by

television, radio, newspaper and direct mail, for four weeks prior to the open house, invitations to attend were extended. Attention was called to the fact that a grand prize would be awarded consisting of a week's vacation for two to Mexico City via American Airlines, along with other valuable prizes which included two 21-inch television sets, two portable radios, 12 percale sheets and free laundry and drycleaning service. Each person attending was presented with gifts and flowers; also there were favors for the children. At the door each visitor registered for the prizes and was also served refreshments.

Various allied tradesmen acted as assistant hosts in guiding the throngs through the plants. Throughout the tour of our plants one theme was stressed, "Your professional laundrymen do everything to give you more time for better living."

Gratifying results

The response was beyond our fondest hopes. Despite inclement weather, approximately 8,000 guests went through the plants on the two afternoons and evenings. And hundreds more were turned away because of inadequate parking space.

An encouraging increase in volume was noted at our Fountain City neighborhood laundry after our formal opening. At the end of four months of operation we were doing 65 percent of the maximum volume and at the end of six months of operation we were doing 75 percent of our maximum volume.

To give some comparative figures, (Layout on page 40; story continued on page 42)

C & S Open House Promotion Details

Almost every advertising medium was used to assure the success of C & S Laundry Company's gala open house program.

Television: It was plugged on the company's Saturday night half-hour show, "Dangerous Assignment," which features Brian Donlevy and attracts some 50 percent of Knoxville's televiewers. In addition, the open house plans were repeated using a dozen "spots" throughout the week.

Radio: The message was broadcast on four radio stations preceding the five-minute news capsule which C & S sponsors at staggered hours for more even distribution of listenership.

Newspapers: Full-page ads

were run in two local newspapers the Sunday before the formal opening.

Direct Mail: Two mailings of 4,500 pieces each were sent to neighbors in the area extending the management's personal invitation to participate in the celebration.

Bundle Inserts: This standard promotion device was also slanted to promote the grand opening.

During the course of a normal year C & S management spends 3.8 percent of its sales dollar on advertising and promotion. On its Gala Open House promotion, the company spent approximately \$7,000 and was highly pleased with the results.

three simple lays on **AJAX** PRODUCE THE PERFECT SHIRT

Supermatic
SHIRT UNIT

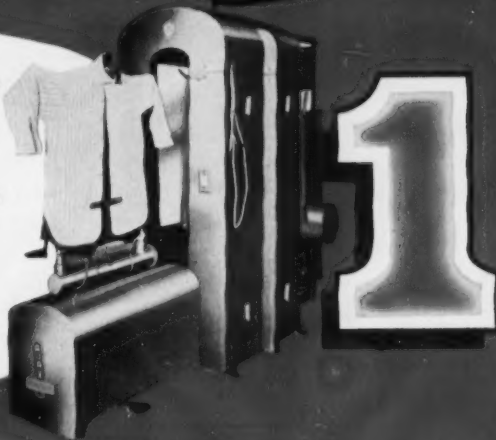
AJAX

Model CBBY

CABINET BOSOM-BODY YOKE PRESS

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Girls • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying

Patents Pending



AJAX

Model CS

CABINET SLEEVE PRESS

Superbly finishes both sleeves in one lay — automatically — in 7 or 8 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.

Patents Pending



AJAX

Model CCW

COLLAR AND CUFF PRESS

Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive AJAX HI-VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



TWO GIRL LAYOUT
(Floor plan of machines)

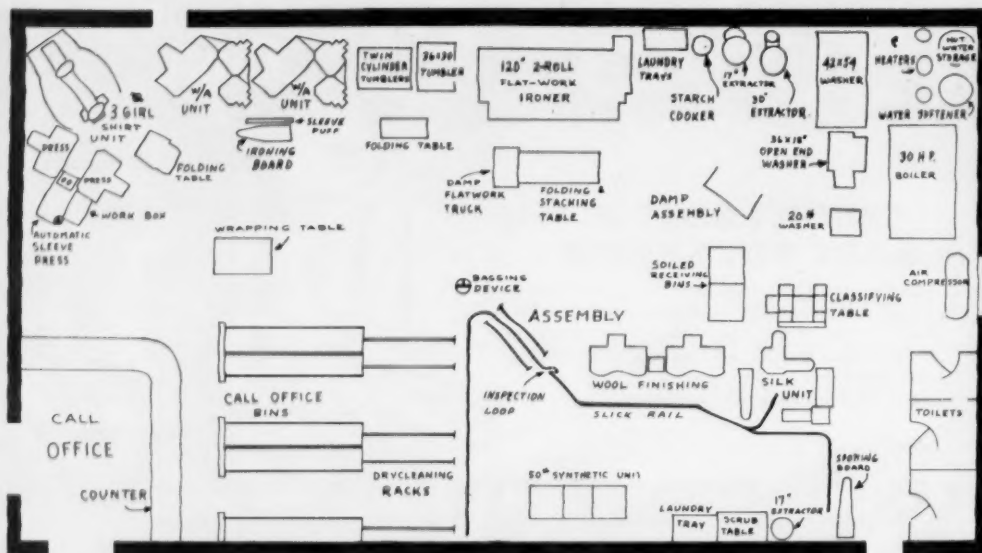
AJAX

Western Laundry Press Co.

619 SOUTH 316 WEST • SALT LAKE CITY, UTAH

Laundrymen see them and buy them 2, 3, and 5 units at the time!
Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.

C & S's Package Plant Layout



The C & S Laundry's neighborhood operation in Fountain City is for all practical considerations a plant in itself. It represents an investment totaling well up around \$100,000 and offers its patrons a complete line of laundry and drycleaning services, all on a strictly cash-and-carry basis.

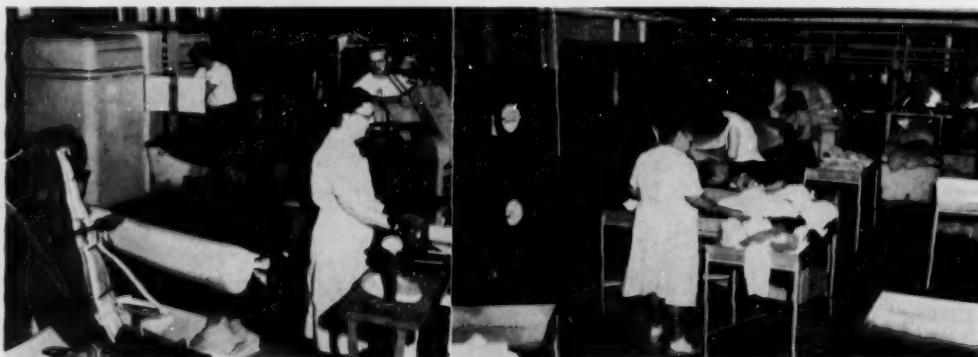
The plant was opened quietly in January of this year and by the end of March its volume had climbed to \$1,200 per week. The week following the formal gala opening described elsewhere, its volume spurted abruptly to \$1,800. Today, this plant averages between \$1,900 and \$2,000

weekly. The bulk of the income is derived from laundry (which averages around \$1,200 per week) and the remainder (\$600 to \$700) from drycleaning. The plant was originally designed to handle \$2,500 from all sources. If indeed it may be called a problem, management finds that its drycleaning volume is growing much faster than was originally anticipated.

The building measures 85 by 46 feet and stands with the narrow side toward the road. It is manned by a staff of 15 (with 11 on the laundry side, 4 in drycleaning) and boasts no supervisor. The employees were

trained at the main plant and it has been management's experience that its personnel here acquires a feeling of pride and a sense of participation which makes for a most efficient climate and trouble-free operation.

The Fountain City plant's chief attributes are its proximity and flexibility. It is situated on the right hand side of the street going into Knoxville and there are ample parking facilities for the suburban drive-in trade which makes up the bulk of its patrons. Carhop service is provided and all work is ready in just seven hours.



NEW! NEW! NEW!



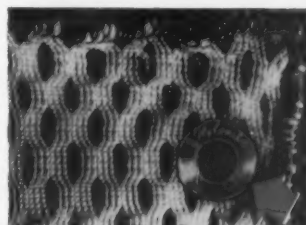
**FIRST BIG
IMPROVEMENT
IN NYLON NETS
IN 10 YEARS!**
...Exclusive with **NYLONET!**

Solid Brass **GROMMETS** (PAT. PEND.)

**GIVE 20% LONGER WEAR IN PINNING AREAS
AT 35% LESS OVERALL COST TO YOU!**

New solid brass grommets (pat. pend.) add wear to Nylonets where other nets, nylon or cotton, usually fail to hold up. Nylonet grommets take strain off identification pinning area. You can expect over 300 washings from a Nylonet due to unusual triple knit strength. Save initially, too, since Nylonet prices are lower than any mill or jobber for similar nets.

NO OTHER NET offers a GUARANTEE of SATISFACTION BACKED UP by a BOND from a MULTI-MILLION DOLLAR BONDING FIRM



You must be satisfied—replacement or refund of money if everything we say about the wear of Nylonets isn't true. You really can't afford to pass up an opportunity like this to save money. You'll save and save on a trial order.

SAVE TIME . . . MONEY . . . AGGRAVATION

Send for **FREE** sample Nylonet with exciting facts about saving money by using Nylonets

DRY CLEANERS

Nylonets keep small clothing items with job ... cut customer complaints.

- **A FEW SELECT SALES TERRITORIES ARE OPEN FOR QUALIFIED REPRESENTATIVES**
- INQUIRIES INVITED**

NYLONET[®] **CORPORATION**
Pioneers in nylon net manufacturing

2075 N.W. 75th ST., MIAMI 47, FLORIDA . . . PHONE 83-3535

(Continued from page 38)

the gross profit (before executive salaries and taxes) in our neighborhood laundry is 18.6 percent on sales as compared to 14.2 percent at our main and, of course, larger plant. And our productive payroll in our neighborhood laundry is 24.6 percent of total sales as compared to 29.3 percent in our main plant.

We further find that a smaller plant has a definite advantage over the larger plants in employee-manage-

ment relationships. The employees prefer to work in smaller groups, more compact and closer to management, which has resulted in less absenteeism and better production.

With the opening of our neighborhood plant several customers at our main plant moved their business to the new establishment. Some of this shifting of business no doubt resulted from the fact it was more convenient and, too, our neighborhood plant is equipped to give seven-hour service.

Nevertheless, our volume at our main plant has continued to increase.

All the plants carry the same name of C & S Laundry so that all advertising will benefit each plant and the two newer plants benefit by our established reputation.

We believe and practice the plan that good management, trained personnel, quality and courtesy backed up by good advertising and promotion will build better business for the laundry industry. □□

Panel Discussion No. 4

Sales Promotion for the Neighborhood Laundry

WE ACTIVATED our branch office deliberately and for exactly the same purpose as you would put an ad in the newspaper or a "plug" on the radio or TV, and the results have been most gratifying. We were reasonably sure that there was a demand for this kind of service; that people wanted to see their laundry processed; that they wanted fast service offered at their convenience and not ours.

We were right—they did want launderette service, and that's just what we installed for them. As a consequence our sales volume of finished laundry and drycleaning from that same store is 12 percent greater than at the same period last year. There can be no other reason for this increased volume than the activation of that pickup station into a neighborhood laundry. Contrary to the thought that activation was an additional expense, it has proved to be most profitable in that the profits from the so-called launderette more

By WALLACE GRANT

Rome Laundry, Rome, Georgia

than carry the total overhead of the entire store.

Permit me to paraphrase a prominent TV performer, who says, "Growing old is not so terrible, when you consider the alternative." Sales promotion is wonderful when you think of what might happen to your volume—your business—if sales promotion were omitted from your operation. It seems to me that sales promotion can be summed up in four words—thought, planning, enthusiasm and hard work. There isn't any limit to what a man can do when he gets enthusiastic about an idea, and I defy anyone to propose a problem that thought and lots of hard work won't solve.

Unless you have gone in for sales promotion actively, either using your own ideas or some variation of other

people's, you have missed a real bet. AIL sales programs, which are always good, can be varied to suit your own individual needs. Have you considered using the AIL program of "shirts for free, if you miss a button?" Have you put the film, "Every Day Is Monday," in your local high school? Have you used Bill Mercer's Totem Pole to evaluate your progress in sales? Are you familiar with the Reducing Bonus Plan for splitting routes or hiring new routemen? Have you used sales contests as developed by AIL?

Are you hustling, working, setting yourself a sales-promotion pace—or are you sitting back worrying and fretting about your competitor, and what he may be doing? Do you budget or set aside a specified amount of money each month or each period to spend on sales promotion and then spend it as planned? Sometimes it's hard not to cheat a bit on that appropriation when unexpected expenses arise, but when you need that

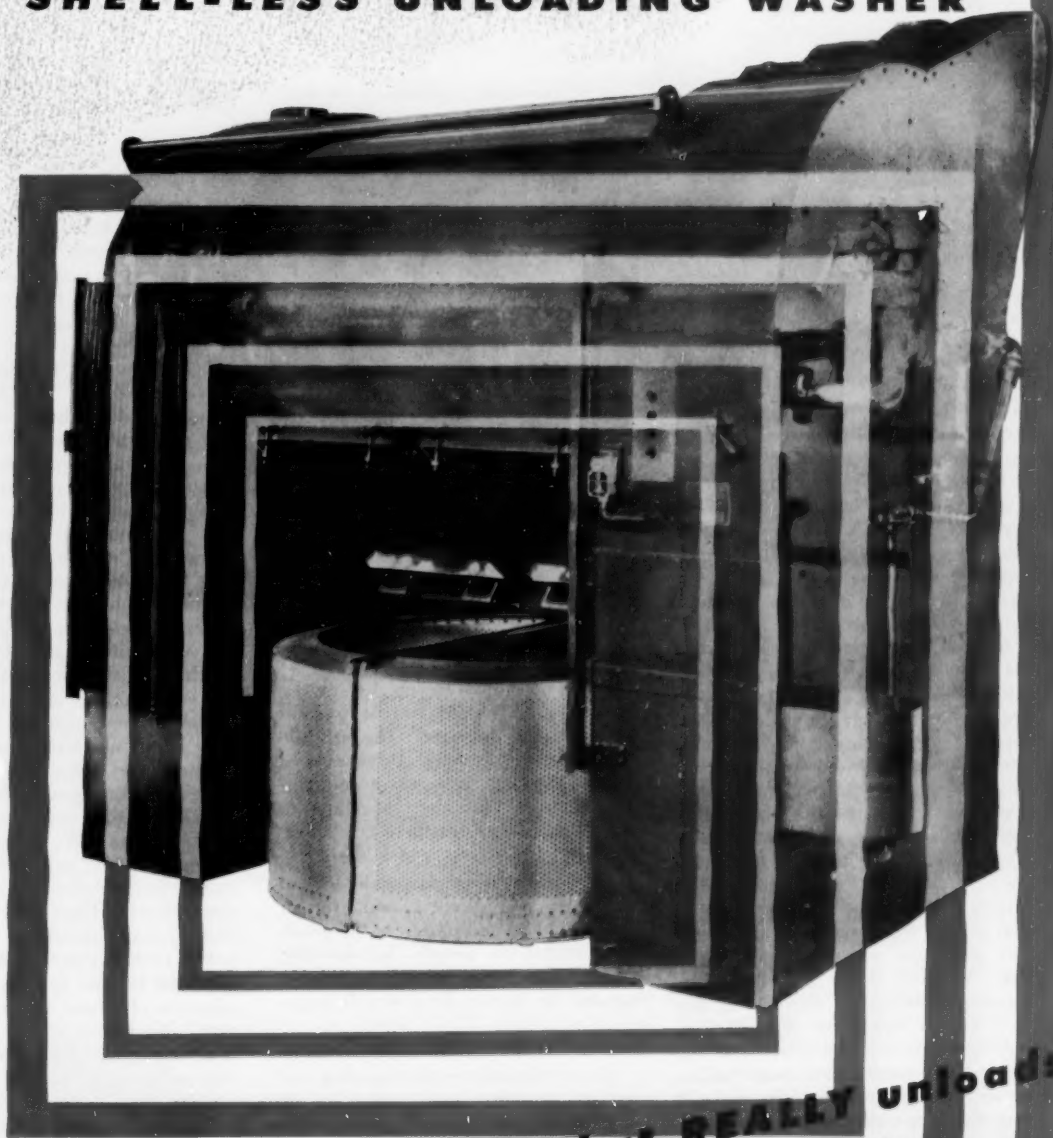
Born in Rome, Georgia, in 1905, Wallace Grant was graduated from the Darlington School for Boys and received his higher education at Georgia Tech. In 1928 he married Mary Frances Porter, daughter of the founder of the Rome Laundry.

In 1934, with a partner, Mr. Grant purchased Rome Laundry from the estate of his father-in-law. He has been active in industry and local affairs during his entire business life. He was vice-president of

the Carolinas, Georgia and Florida Laundryowners Association in 1938, secretary-treasurer of the Southeastern Linen Supply Association in 1939, and was a member of the Housing Authority of the City of Rome from 1939 to 1942. He was also president of the Rome Chamber of Commerce in 1939-1940.

From 1942-45 Mr. Grant served as a Captain in the Army Quartermaster Corps and was Laundry Officer at Fort Sill, Oklahoma.

THE JENSEN • WHEELER
NEW
SHELL-LESS UNLOADING WASHER



THE UNLOADING WASHER that REALLY unloads!

JENSEN

MANUFACTURING COMPANY

PALMYRA, NEW JERSEY

sales promotion money for something else, you undoubtedly need that additional sales volume more. Don't ever cheat on your advertising appropriation!

When you consider the activation of a pickup station or the installation of a neighborhood laundry, be sure that your place of business is warm and cordial. Be certain that it is well lighted, decorated with good taste, and furnished with comfortable chairs, current magazines and the local morning paper. If you have customers who want to wait for their bundle, have hot coffee and cold cokes for them. Use a plain and simple pricing system that your customers can understand and always be able to tell your customer exactly how much her bundle will cost. Always be in position to tell your customer exactly how long she must wait for her bundle, or when she may return to pick it up.

In our case we have made every effort to make it easy for customers to trade with us. We have a fast and accurate locating system; we keep all available personnel on the job during peak hours, and for the convenience of the folks who move at night, we have installed night depositories for their soiled bundles. We do not offer any price differential between cash-and-carry and pickup and delivered service, nor do we charge a premium for one-day service.

A small but interesting feature that has really paid off for us is what we call a "branch of the branch." Our store is on the wrong side of the street for the morning traffic going toward town, and we were afraid that an accident would be caused by a customer trying to change traffic lanes to get across to our store. So we park a truck from 7 to 9 each morning, with an attendant, in the driveway across the street with a big sign on the truck saying "Curb Service," and now our customers hardly have to slow down to leave their bundles. Believe me, the cost of this curb service operation is negligible, but the customer appreciation of the service is enormous. You have built a better mousetrap when you make it easy for your customers to trade with you.

All of our employees, not just key personnel and routemen, are well trained in their jobs. They are familiar with the services we have to offer in their own stores and at the main plant as well. They are attractive, well-mannered white girls of no particular age or qualifications, but just good, average, intelligent, friendly girls. It is their job to do the over-the-counter selling. They are the ones

who must find out and remember the customer by name, and learn what that customer wants and when she wants it.

These women who staff our call offices are given all the selling tools that management can provide—off-street parking, attractive, well-lighted stores, and they have bundles neatly arranged in shelves and racks. The stores are kept spotlessly clean and ample space is provided for the customers to relax and feel at home.

It is extremely important in the operation of this activated pickup station to be sure that the finished laundry and drycleaning is always back from the main plant when promised. We do not tolerate the failure of our main plant to produce the bundle and have it back on schedule. You will be interested to know that our main plant produces about 60 percent of our entire volume on a one-day service basis—in by 9 and back by 5. This schedule is not hard to follow; any well-operated plant can give this kind of service to its customers if the work load is properly adjusted and it can be done at no additional expense.

It has always seemed to me that the customer who comes into a pickup station, branch office, neighborhood laundry or whatever you choose to call it, has a different attitude from that of the same customer when she is approached by a route salesman. When she puts her bundle in her car and brings it down to you, I think she almost says, "Would you be so kind as to do this for me?" The attitude she has when a route salesman says, "Please ma'am, give me a bundle," seems quite different. Maybe I'm wrong, but I believe there is a difference in her attitude, and I like it.

We have worked day and night to produce the quality and service which will be acceptable to the greatest number of people. Incidentally, quality is a prime "must." An inferior product is mighty hard to sell today.

Promotion gimmicks

Coupled with the best quality and service we know how to give we are constantly using some gimmick or gadget to induce customers to come into our main plant and branch offices. During the past couple of years we have used such novelty giveaways as bubble gum and suckers for the kids, pot holders, pencils, mending kits, calendars and potted plants for the mamas, and we have used a long series of direct-mailing pieces which were individually made for us.

These 2-cent postcards carried a ridiculous picture of my former part-

ner and me; the copy was picturesque, and pointed toward reminding the public that we were in the laundry and cleaning business. We have used newspaper and radio advertising, neon signs and window posters, circulars, bundle inserts and most all other media of advertising.

Our most recent project was the installation of park benches in trailer courts in and about our town on the theory that the patrons of the trailer courts were transients having no laundering facilities and the laundry with the most prominent and most aggressive advertising would likely get this particular business. Our experience has shown that our deductions were correct. Go have some park benches made; put your advertising on the back, and place one or more in the shade of a tree, and I'll guarantee that you'll see some new faces coming into your neighborhood laundry.

Don't ever miss the opportunity to use some of the old Barnum and Bailey brand of showmanship whenever possible. Make routine jobs look big. Dress up and glamorize all those trivial things you do to make your customers happy. For instance, when you go through the simple, routine operation of replacing a button on a shirt, don't let it go at that. Hang a tag on that button that tells the customer, "There was no button here," and you can be sure that such individual and personalized service will not go unnoticed and unappreciated.

Several years ago we had occasion to celebrate our fiftieth anniversary in business, and we capitalized on that 50 years in business to the very maximum. We put gold smocks on all store operators. We painted the doors to our plant and call offices with gold paint. We painted a gold stripe around every truck. Then we sent to our friends and customers more than 4,000 potted plants, all attractively wrapped in gold foil—with the compliments of Rome Laundry, Incorporated. No matter what you do, there is always a way to glamorize the thing you are doing to make it look big and special.

Plan the services that you can offer, know and maintain an accurate schedule of production and deliveries, apply thought, enthusiasm and plenty of hard work to your problem. Be aggressive. Be a showman. Forget your competitor and run your business so that it satisfies you, pleases your customers and puts dollars in your bank account. Get out in front and stay there, and remember—if you ever stop running, somebody is going to catch you from behind! □□

**"SWIFT'S
WHITE RIBBON CHIPS**
help me do over 200,000 lbs.
of Brooklyn laundry per week..."



... Mr. Ernest Oshier, President
Bringsea Laundry Service, Inc.

Up to his knees in "bundles from Brooklyn" is Mr. Ernest Oshier, President of the Bringsea Laundry Service, Inc. In addition to handling a sizeable home laundry business, this active Brooklyn, N. Y. firm also does custom laundering for small hand laundries in the Brooklyn area ... bringing their total weekly poundage up to a busy 220,000.

To handle such a laundry volume steadily—yet turn it out fast, sparkling clean and handsomely finished is a credit to Mr. Oshier's ability to make the *most* of the materials and equipment with which he works.

A long time and exclusive Swift's soap user, Mr. Oshier knows that Swift's soaps are a vital link in the efficiency of his service ... the quality of his work. Their instant and long lasting suds help get dirty clothes clean quickly under varying water conditions and washing cycles.

As economical as they are efficient, Swift's soaps go *farther* because there's one to fit every kind of job. There's a Swift's, neutral or built, soap to meet *your* washroom needs ... and they're quickly available from 375 Swift's distribution points throughout the U.S. and Canada. Write for details and remember ...

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS



Another of Swift's
Products for Industry

SWIFT & COMPANY

Industrial Soap Department

U.S. Yards • Chicago 9, Illinois

It's Amazing! Pure Magic to Sleep on...Feels Light and Soft as Down



MODERN MARVEL
the first pillow filled with
DU PONT'S DACRON®
"the modern living" fibre

only 7.95

Will It Wear!
Try and make it wear out!
And it will wash!

But if you want real thanks, make the Purified Pillow with the Dacron filling your favorite week-end hostess gift, birthday gift... and send two of them as a wedding or anniversary gift.

Each packed in a plastic bag that can be used for storage around the house.

- **PREFER A SOFT PILLOW?**
This one's soft as down.
- **LIKE A PILLOW THAT'S RESILIENT?**
This one responds to every movement of the head.
- **SUBJECT TO ALLERGIES?**
Purified's Dacron-filled pillow is non-allergic.
- **SENSITIVE TO ODORS?**
Meet the odorless pillow.
- **SNEEZE EASILY?**
This darling's dust-proof.
- **TOSS IN THE NIGHT?**
Here's cool comfort for the restless sleeper. Lightweight Dacron holds no heat.
- **WORRIED ABOUT MOTHS? MILDEN?**
Don't. The Dacron filling is mothproof, mildew-proof.

*Dacron Fibre, DuPont

Type of advertising material used to promote route-sold merchandise

Is it smart to

Sell Merchandise on Your Laundry Routes?

New Jersey plants find the added incentive helps boost laundry sales

By JAMES A. BARNES

STIMULATING ROUTE SALESMEN to more effective sales effort is a problem to scores of laundryowners. Twenty-five laundries in New Jersey and four in New York State think they have found a solution by helping their men sell merchandise in addition to their regular services. As a result of the plan the 431 participating route salesmen have increased their average earnings by \$200 and merchandise sales have averaged \$1,500 per route, of which the management has retained approximately 20 percent in each case, so far this year.

It all began a year ago last August when a laundry in New Jersey engaged the services of a firm of merchandising consultants to introduce

the sale of merchandise on its routes. In eight weeks time 46 route salesmen sold 3,200 blankets to the tune of \$10 apiece.

So impressive was their success that Harold Buckelew, executive secretary of the New Jersey Laundry and Cleaning Institute, undertook to coordinate a similar plan for all of his interested members. The results to date have caused him to report, "It is gratifying to note that those route salesmen who have shown the greatest sales of merchandise have likewise shown the greatest increase in sales of laundry and drycleaning services. Furthermore, our experience has proven that offering merchandise for sale on routes does not result in diverting the route

salesmen's energies from their primary job of selling laundry and drycleaning."

How the plan works

The consulting firm offers the laundries nationally advertised merchandise at a price which enables the route salesmen to sell it to the housewife at the same or, in some cases, lower prices than her local department stores. Required quantities are carefully estimated so as to avoid building up an excessive inventory at any one laundry. However, this has not been a problem since the participants have invariably sold more merchandise than estimated at the outset.

Items in addition to blankets which have been included in the program thus far are bedspreads, studio-couch covers, towel ensembles, sheet and pillowcase sets, quilts and pillows. They are all what might be termed "non-competitive" or items which can easily be handled in the laundry or drycleaning plant.

The consultants also assist the laundries in setting up the proper sales promotion for the program. They furnish the necessary selling aids and advertising pieces such as samples, display materials and bundle inserts at a cost which gives the laundries the price benefit of larger printing press runs than if purchased locally. Where requested the firm will set up a sales incentive program and conduct sales meetings for route salesmen. (The consultants have practical merchandise and selling experience which qualifies them for this work.)

The program is carefully designed to emphasize merchandise with a seasonal appeal. This offers the added advantage of tying in seasonal items with particular periods in the year when the route salesmen need the added incentive most.

At the outset only one item was sold by route salesmen at a time. More recently, however, the advertising material has told the housewife to "just mention the items you're interested in when your route salesman calls. He'll bring samples right in to you for unhurried inspection, he'll take your order, and . . . he'll deliver. It's as easy as that."

A "lay-away" plan

An important feature of the plan is the ease with which the housewife can pay for her merchandise. By making a small payment at the time of placing her order and continuing her weekly payments in like amount until she wants delivery, the whole purchase and payment are taken care of without the financial strain of a lump sum payment. Thus, in the comfort

THE BIG 3 IN SHIRT FINISHING

ONE



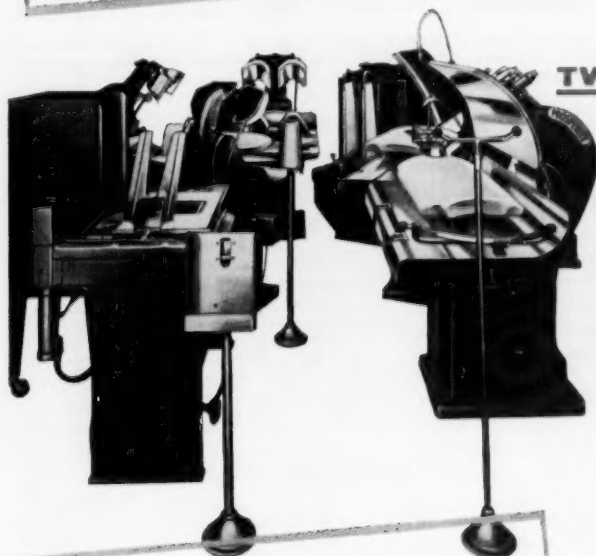
Prosperity Standard

2-GIRL SHIRT UNIT

Balanced for two-girl operation. Delivers a sustained high output of quality-finished shirts. No drying, stacking or refinishing. Prosperity shirt-finishing tools have always been "Standard of Excellence for The Industry."

UP TO 60 SHIRTS PER HOUR

TWO



Prosperity-Davis

2-GIRL SHIRT UNIT

Balanced for two operators. Equipped with the new Cabinet Sleeve Press and Automatic Shirt-Folding Machine. High volume of shirts per square foot of floor space and dollar invested. Simple, easy training for operators.

UP TO 80 SHIRTS PER HOUR

THREE



Prosperity Cabinet

2-GIRL SHIRT UNIT

Six, one-operation machines, balanced for 2-girl operation. Simple operator training. Leadership in superb quality finishing. Production with two operators up to 100 shirts per hour.

UP TO 100 SHIRTS PER HOUR

The PROSPERITY

AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS

Company Inc.



COPYRIGHT 1954, The PROSPERITY COMPANY, Inc.

U.S. PAT. 2,500,000

Main Office and Factory, Syracuse 1, N.Y.

Sales, Service and Parts in Principal Cities

November 15, 1954

47

of her own home, she enjoys the benefit of shopping in a department store even to the point of making payments in the manner so widely promoted by retail establishments these days.

As an example of the way in which the plan can breed enthusiasm among route salesmen, especially with regard to soliciting new customers, Mr. Buckelew tells the story of a solicitation in a newly built neighborhood. The salesman asked the housewife for a laundry bundle and got a negative response. He then asked for her drycleaning. Again the answer was negative. Looking around at her undecorated room with the furniture still being uncrated, he asked if she planned to buy any furniture covers.

Upon receiving his first positive reply of the interview, he asked if he might show her his furniture covers.

The result? The sale of a couch cover plus an initial drycleaning order. Now that the door is open he's working on her for her laundry bundles, and it's reported that he's actively seeking every new homemaker he can lay his hands on.

Such stories, when told at sales meetings, are contagious in their effect on other route salesmen. The men have something new to talk about every few weeks. They have something new to sell which puts additional money in their pockets at no additional cost to the laundryowner. And, according to the record, they

are selling more laundry and drycleaning as they do so!

This is no "premium" plan of the sort that thinly disguises price cutting. There are no gimmicks involved. The laundryowners are happy because they are selling more of their services. The route salesmen are happy because they are lining their pockets in return for an increase in selling activity. (The usual procedure in most laundries is to give the salesmen the same commission rate on the merchandise that they receive on their regular services.) And the housewives are happy because they can buy nationally advertised merchandise in the comfort of their homes on easy terms. Looks like a sound idea. □□

NAILM Has Full Program

THE FIFTEENTH annual convention of the National Association of Institutional Laundry Managers drew a registration of more than 150 members to the Atlanta-Biltmore Hotel in Atlanta, Ga., scene of the three-day gathering October 14, 15 and 16.

The highly informative program included more than a dozen speakers who covered almost every phase of the institutional laundry's operations from selecting supplies to production control and personnel relations. Where possible, visual aids were provided.

The opening session got under way early Thursday morning with James M. Breese, president of the Wisconsin Institutional Laundry Managers Association, presiding. Guest speaker A. L. Christensen, manager of the department of engineering and production at the American Institute of Laundering, presented an analysis of the test-bundle report. Fred B. Kaan, assistant division manager of the American Laundry Machinery Co., discussed "Institutional Laundry Production." Balfour J. Augst, research engineer for Armour & Co., related recent developments on textile softening agents for laundering. Neil Zippor, Atlanta representative for Yarnall-Waring Co., presented a motion picture entitled "Please Pass the Condensate."

At the afternoon session, the subject of "Synthetic Detergents" was discussed by Philip Deegan, technical manager of H. Kohnstamm & Co., Inc.; Dr. William P. Hepburn, dean of the Emory University School of Law, discoursed on "Understanding Labor Law," and Charles E. Block, group



New officers, left to right: Frank E. Lippman, treasurer; Nelson P. Smith, second vice-president; Donald N. Smith, secretary; Edwin Cullen, first vice-president; Fritz Field, president

leader of research and development for the Colgate-Palmolive Co., spoke on "Fluorescent Brighteners in Power Laundering." Jim Dickey, laundry manager, Peabody Hotel, Memphis, Tenn., presided.

The Friday-morning session was presided over by Pete Brus, laundry manager, Misericordia Hospital, Philadelphia. Guest speakers included B. L. Hathorne, Glyco Products Co.; Hugh Convery of Pennsylvania Salt Co., and Howard Gates of Calgon, Inc. They spoke on "Organic Chelating Agents," "Better Washing Methods" and "Linen Control," respectively.

Edwin Cullen, laundry manager of Salem (Mass.) Hospital, presided over the afternoon session. The assembly heard Edward A. Robinson of Diamond Alkali Co. tell how to select the proper alkali, and Don E. Tuttle of Procter & Gamble Co. describe recent developments in washing practice. The afternoon program concluded with a series of talks describing different aspects of "Personnel and Human Relations" by three faculty and staff

members of Emory University: Dr. Don McGlamery, department of sociology; Robert Whitaker, associate director of development, and Orie Myers, director of personnel.

At the annual business meeting, held Saturday morning, the delegates elected the following officers: president, Fritz Field, Mount Sinai Hospital, New York City; first vice-president, Edwin Cullen, Salem Hospital, Salem, Mass.; second vice-president, Nelson P. Smith, Saskatchewan T. B. League, Fort San, Saskatchewan, Canada; treasurer, Frank E. Lippman, Overbrook Hospital, Cedar Grove, N. J., and secretary, Donald N. Smith, University Hospital, Cleveland, Ohio.

Memorial services for the late John F. Felker, Sr., former association president, were observed and a resolution was passed expressing condolence to his wife.

The program was concluded with the annual banquet and an entertainment program. Next year's annual convention will be held November 18-20 at Philadelphia. □□



your **BEST Salesman...**
Flatwork with
"PERFECTION" FINISH!

RED EDGE
Knitted Padding



RED EDGE KNITTED PADDING

*Available in the right Types and Styles
for all your Finishing Equipment!*

STANDARD $\frac{1}{4}$ " and $\frac{3}{8}$ "

FOR FLATWORK IRONERS: $\frac{1}{4}$ " and $\frac{3}{8}$ "
Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: $\frac{1}{2}$ " Style, Redi-cut and Bound
Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound
Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

*All 3 Double Thick Cut and Bound Pads
available WITHOUT Binders if desired.
Single Thick Pads available in all 3 cotton-
asbestos styles for flatwork ironers using
spring padding.*

"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses... treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

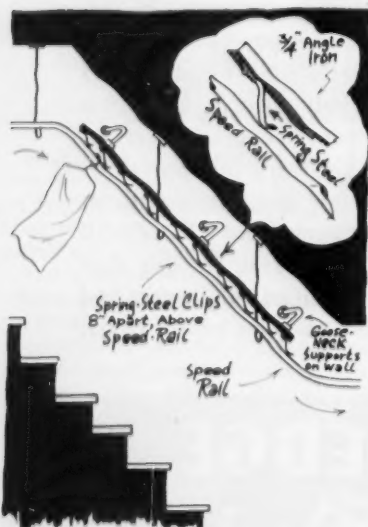
RED EDGE
Knitted Padding

KNITTED PADDING CO., CANTON, MASS.

Rhapsody in Bellew

MORE GADGETS from Canada this month. You might like to take a minute's time right now and count your blessings for being in business in the States, where you don't have to pay a rugged duty on all the supplies and equipment you buy from American firms.

In Toronto, Ontario, I had the pleasure of meeting one of Canada's outstanding World War II combat infantrymen, a veteran of seven years service. His name is Harry Pearlstein and since the war he has built up the fine Paramount Cleaners & Shirt Launderers plant. Harry was a warrant officer Class 1, which is the equivalent of a top sergeant in the U. S. Army—and looks the part. If I go off the deep end over Harry it's mainly because he's the first man I ever met who remembers when I first started doing cartoons for STARCHROOM and National Cleaner & Dyer nearly 15 years ago. In fact, his old boss sent him the issues all through his service years, and he named the year and the month I made corporal, then sergeant . . . from the signature on the drawings. How about that!



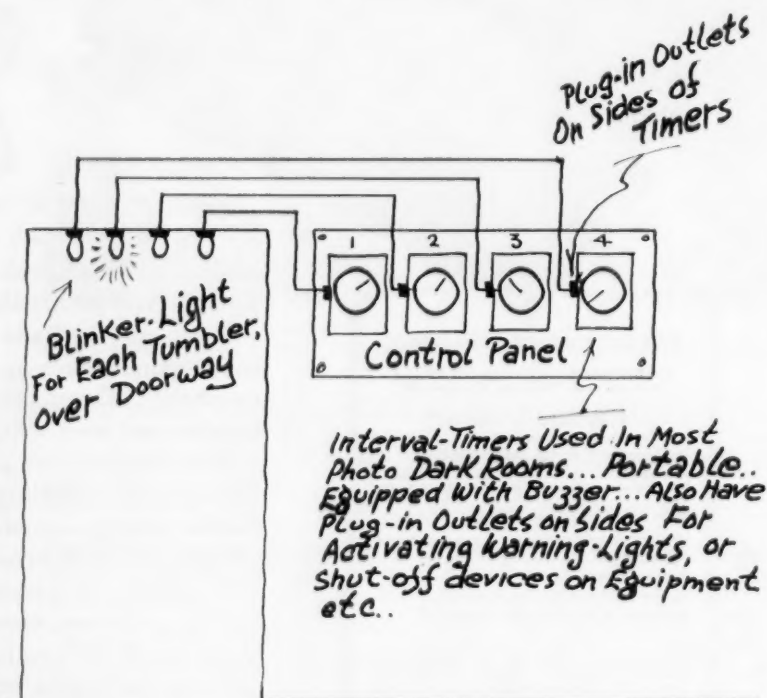
Steep-Incline Speedrail

In the main plant of Paramount Cleaners & Shirt Launderers in Toronto I saw a solution to a problem that has plagued a lot of fellows who have to move finished drycleaned gar-

ments from an upstairs finishing department down to ground-level storage racks. A speedrail down a steep stairwell lets the garments get up too much speed and they fly off the rail, or bend the hangers and fall off. The answer is generally a complicated, expensive, slow-moving conveyor of some kind.

At the Paramount plant the garments go down a really steep incline on a speedrail in the stairwell—and no trouble at all. A length of 3/4-inch-wide angle iron is held in position

above the speedrail by means of sturdy wall brackets. On the under side of this angle-iron strip, at 8-inch intervals, are fastened curved pieces of spring steel which press against the top of the speedrail. As the hanger neck passes between these spring clips and the speedrail, the garments are slowed just enough to prevent their gaining a dangerous speed. By the time they reach the bottom of the line they are going quite slowly. Tension of the spring clips can quickly be determined by a little experimenting.



Darkroom Timers Useful

At the Century Cleaners in Toronto, Ontario, Jack Snitzer is using those inexpensive interval timers that photographers use in their darkrooms to time his tumbler running time. The little timers are equipped with buzzer warning bells, as well as plug-in outlets on the sides, so they can serve a lot of purposes. For instance, with a proper hookup the timers can set off the warning buzzer, light a warning light, and even operate a switch to stop the tumblers—or what have you.

In Jack's plant he just uses the

warning buzzer, and uses the plug-in to operate a blinker light in the doorway between the cleaning room and the scrubroom to attract the attention of the cleaning room man. Four of the interval timers mounted on a wall panel and the four warning lights over the doorway make a neat-looking set-up, as well as insuring close attention to the four tumblers by the employees.

Tumbler-Heat Control

For what Jack Snitzer feels is a more accurate control of tumbler heat, he is using at his Century Cleaners in



ULTRA-LITE

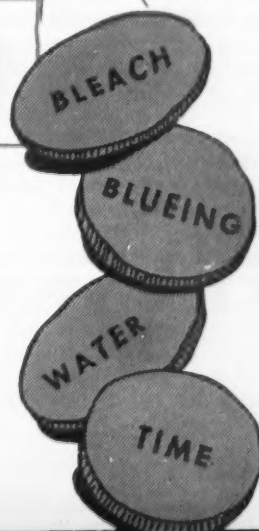
The Fluorescent Sour

makes whites whiter

makes colors brighter

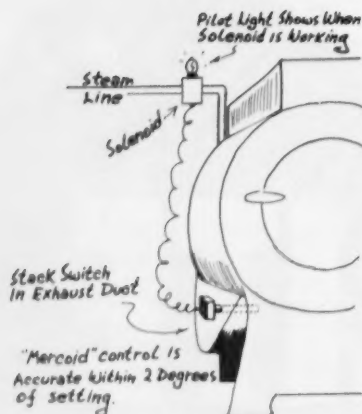
and you

save

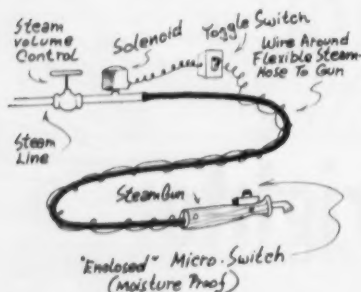


Let Your Kever Sales Service Man Show You How

THE KEEVER STARCH COMPANY • COLUMBUS 15, OHIO



Toronto a solenoid control on the steam line, hooked to a mercury "stack-switch" (I'd call it a temperature indicator rod), which is inserted into the exhaust duct of the tumbler. The solenoid used on the steam line, is, I believe, known as the high-temperature type like those used in bakeries. At any rate, this mercury control is accurate within two degrees and can be set for any desired temperature. No damper control is used.



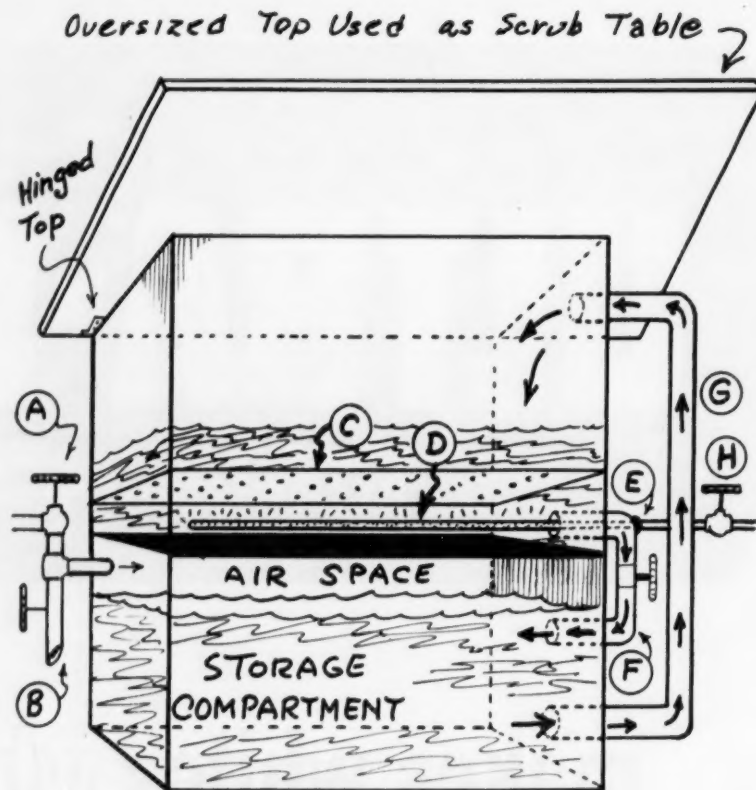
Long-Distance Steam Gun

The Century Cleaners plant in Toronto makes use of a homemade steam gun at the spotting table which frees the spotter from having to use a foot pedal on occasions when he uses the gun a little distance from the table.

Jack Snitzer and Armand Giroux rigged up a steam gun with a micro-switch on the handle, which in turn activates a solenoid on the steam line at the mere touch of a thumb. A regulating valve on the steam line controls the amount of steam as desired. To protect the spotter from accidentally getting a charge of steam in his face when hanging up the gun, a handy toggle switch between the solenoid and the microswitch wire is used to break the circuit before the gun is hung up.

Repellent Tank

Here's another from Century Cleaners in Toronto. Though simple enough



- (A) Air allowed to enter, forces Solvent up Line (G)
- (B) Pressure Released, allows solvent to drain back into Lower "Storage Compartment."
- (C) Perforated false-bottom holds garments up off air line (D) which agitates solvent
- (E) Air Line enters thru bend in drain-pipe (F)
- (G) Fill-pipe to upper compartment of tank.
- (H) Air-Valve for solvent-agitating Line.

when you see it, it was a bearcat to illustrate. I had to take some liberties with the actual construction of this water-repellent tank to show how it works.

One simple change was in removing the crank that used to be turned to pump the solvent from the lower storage compartment so air pressure into the storage compartment where the garments are treated. A fill pipe (G) now connects the two compartments so air pressure into the storage compartment can force the repellent solution into the garment chamber above. The solid partition between the storage compartment and the garment chamber is in solid black on the drawing to show the air space into which the air pressure is introduced, shown at (A).

Garments being treated in the top compartment rest on a perforated false

bottom to keep them off the bottom of the tank. In the space below the false bottom a perforated metal tube (D) enters through the bend in the drain line (E) at the side of the tank, and air is introduced to thoroughly agitate the solution and insure complete wetting of the garments, the pressure being controlled by valve (H).

In order to drain the solvent solution back into the lower tank, it is only necessary to close valve (A) and open valve (B) to release the pressure and allow the solution to drain back down the drain line (F). (Well, if you're confused, think what's happened to me at this stage!)

Since the plant is crowded for space, this tank has been fitted with an oversized top so that it can also serve the purpose of a scrub table. □□

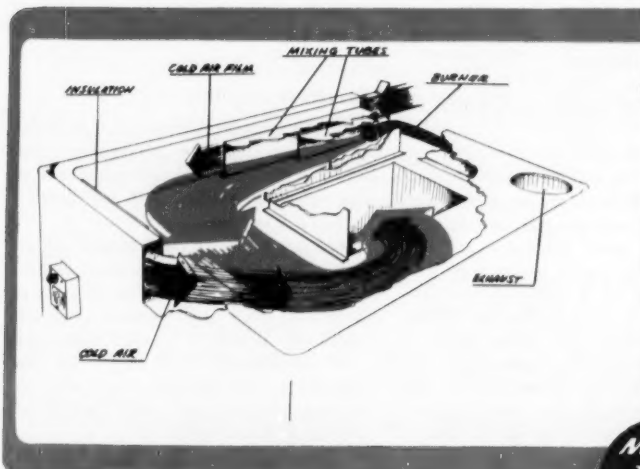
THE NEW HAMMOND

JET FIRE

CABINET

TUMBLER

..... sets a new high standard for *efficiency* and *speed*. Actual field tests prove the new Hammond "Jet Fire" Tumbler will thoroughly dry a full 40-pound (dry wt.—50% moisture content) load in 20 minutes. Automatic controls, door interlock, lint trap, slam-type door latch and full 22" door opening are just a few of the many outstanding features. Ask your Hammond dealer about the new "Jet Fire" Tumbler right away!



The revolutionary new Hammond Multi-Venturi mixing chamber with torch type burner results in a *perfect combustion* produces a *stream* of super clean, evenly heated air. (No hot and cold spots) No multiple burner orifices to clog. Gives the new Hammond "Jet Fire" tumbler unequalled drying speed!

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

MAIL
THIS
HANDY
COUPON

Please Send All Available
Information About HAMMOND

JET FIRE

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

HAMMOND LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BLDG • WACO, TEXAS

ADVERTISING FOR THE LAUNDRYOWNER



Small reverse ads shown actual size illustrate the attention value of white on black, and how different shapes can add to interest

PART VI

How To Advertise in Newspapers

By ROBERT M. PLACE

NEWSPAPERS OFFER the greatest circulation, the widest coverage, and the easiest way to advertise—all for the least money! Almost everyone reads the newspaper, so through it your laundry ad can reach the most prospects at the lowest cost. There are advantages and disadvantages to be considered.

Circulation and coverage

Circulation refers to the actual number of copies of an issue of the paper sent out. Circulation is one measure of what you are getting for your money, and it's usually the basis upon which charges for advertising space are determined. As a general rule, the more papers published, the higher the rate—an arrangement which seems fair enough. Since space rates do not increase as rapidly as circulation figures, usually the paper with the greater circulation is the better buy.

But circulation is not the whole story. Obviously mere numbers of copies are not so important to you as who reads these copies. If, for example, most of the circulation is distrib-

uted outside your trading area, there is little value accruing to you. So circulation is often controlled to give the sort of *coverage* of the market that is desired.

This control may be managed in several ways. A paid circulation, for example, differs from a giveaway paper in that the readers can be assumed to be more interested in the contents of the paper when they are willing to pay for it rather than when they receive it free of charge. Other forms of control may range from a blank refusal by the newspaper to sell and deliver in a certain area to additional pressure for subscriptions applied to the best areas of the town. Most papers can tell you exactly where their deliveries are made, the number of newsstand sales as against home deliveries, and the percentage of coverage in any given area of the city.

Although you want all the circulation you can get, you want that circulation among people you think are prospects. If you were selling automatic milking machines, all of the cir-

ulation of STARCHROOM for free would be no bargain!

Services

Many people believe that in order to advertise in the newspapers you must carry a completed ad down to the newspaper office with instructions to run it Thursday.

On the contrary, newspaper advertising is easiest because most papers provide a large number of services to help you plan and prepare your advertising. While in a strict sense you are purchasing white space in the paper, it is also true that you are buying advisory service from the advertising department.

Newspaper advertising is divided into classified and display. Normally, it is display advertising which interests the laundryowner. When you call the newspaper, a salesman will come out to see you, and should you decide on advertising, he will probably be assigned your account. He will work with you in planning and preparing your ads, usually backed by a display advertising department equipped to

THE TRUTH ABOUT

LAUNDRY ROLL COVERS

Let's set the record straight. There is no substitute for Revolite® laundry roll covers. Only from Revolite can you get the high quality, economical operation, and improved production which have made Revolite covers famous. Revolite alone processes its covers from start to finish; and Revolite is constantly improving both roll covers and paddings. Revolite alone offers these features:

Special fabrics used only in Revolite.

About fifteen years ago, Revolite research developed a superior laundry roll cover fabric. Nothing like it had been seen before. And it has never since been equalled. This unusual cloth is made of the world's finest and strongest asbestos, chosen for its heat resistance and lasting qualities. It's woven into a smooth, strong fabric by a special process. Revolite is the *only* laundry roll cover in which this fabric is used.

Original Revolite Resin Process.

A special thermosetting resin is used to impregnate and coat the fabric—to give it greater resistance to heat, moisture and laundry acids and alkalis. Revolite, as the first to use an impregnating resin on laundry roll covers, offers longer manufacturing experience and longer in-plant history.

Revolite Padding Lasts Longer.

Revolite padding is long-lasting asbestos. It holds its resiliency months after inferior padding materials powder under ironing heat and pressure. It's made to uniform thickness to assure wrinkle-free ironing. It is designed for all makes of chest type ironers. It is available to you *only* through Revolite.

Revolite Covers Are Guaranteed.

Because Revolite covers are made better, we're able to guarantee them *in writing*. Actually, our records show that they far exceed our guarantee. 80 percent of them stay on the job 10 to 12 months without change! *Only* Revolite can offer such a guarantee.

Revolite Nation-wide Service.

A full time field organization of factory-trained Revolite specialists helps install and service Revolite covers, to assure the best possible performance. Only Revolite has a staff of full time specialists to help you.

Five thousand commercial and institutional laundries in the country use Revolite covers. Over 95 percent of those who have tried Revolite have re-ordered time and again. The reasons for this record are simple. Revolite's finer weave gives a higher quality finish. Revolite lasts longer, and actually costs less per year. And Revolite covers produce more, because they can run hotter and permit higher machine speeds.

DON'T BE FOOLED OR MISLED BY SUBSTITUTES. THERE IS ONLY ONE REVOLITE!

W. A. MICHIE, Sales Manager

ATLAS POWDER
COMPANY

Stamford, Connecticut



Service from every angle
...that's

REVOLITE
MADE IN U.S.A.

provide you with a complete newspaper advertising program—and even suggest non-newspaper advertising to assist your campaign.

Most newspapers subscribe to one or more mat services which provide all sorts of artwork from designs to photographs and hand-lettered headlines. Several times a year each mat service brings out a new up-to-the-minute art selection from which you can choose suitable illustrations for your advertising, or which you can use as an idea book in planning your campaign.

Two problems arise from use of the newspaper's mat service. First, it is difficult to find enough similar material to maintain a certain style that is distinctively yours through a campaign. Second, there is a tendency for an assembled ad to look somewhat piecemeal where general material is cut to suit the space you are using. Most newspapers, however, can also find a commercial artist for you, a photoengraver, or even an advertising agent, if you need them.

Don't be afraid to spend a little money on the production of your ads, for it will be money well spent. Just as an architect can improve your house plans and save you considerable money at the same time, professionals in the advertising field have the know-how to boost the readership of your ad while saving you money. You are paying for results, and the cost of your advertising is high only when you don't get good results.

Before we leave the subject of mats, we should remember the American Institute of Laundering mat service which is designed specifically for laundries. There are other mat services you can buy on a yearly basis offered by syndicate companies, and you can often get excellent mats from some of the allied trades companies whose products you use.

Half-tone engravings are coarse for newspaper use, and tend to fill in, especially in smaller newspapers, thereby giving a poor reproduction. Steer away from photographs toward sharply contrasted black-and-white art in your newspaper advertising.

Buying space

Generally, space in newspapers is sold in units one column wide by one inch deep—the column inch. The standard newspaper column is 2 inches wide, but there is some variance between papers. An ad which is 4 inches wide by 6 inches deep would equal 12 column inches. Cost per column inch would probably average between 50 cents and \$1 nationwide, but a big-city newspaper would, of course, charge considerably more

than this because of the tremendous circulation.

A contract for repeated ads saves you a considerable amount over the one-time rate. If you use more space than your contract calls for in the course of a year, you will get a refund based upon the rate you have earned. If you run short, you will be "short-rated" and have to pay the difference between what was charged you and what rate (based on total inches used) you actually earned. Don't be afraid of a contract. You are going to be advertising on the basis of a campaign or series, anyhow, and you'll always save money over the "open rate" which is charged for single insertions.

Cumulative value

While we have mentioned repetition before, in the field of newspaper advertising the results of repeated advertising, regular and continuous, show up most advantageously.

Here's an actual case which illustrates how advertising can be compounded as your money may be:

	First Year over preceding	Second Year over first	Third Year over second
Family Laundry Work Increase	None	8.51%	31.49%
Commercial Work Increase	27.76%	2.95	28.80
Total Laundry Increase	3.09	7.74	31.14
Drycleaning Increase	19.87	25.91	31.06
Total Sales Increase	7.49	13.05	31.09

Advertising expenditures were about the same in all three years, but notice the variations in results as the years accumulate! In the first year of continuous advertising sales increased 7.49 percent over the preceding year, and in the third year they increased 31.09 percent over the second year. Each year's percentage is figured against the previous year's volume, which means that sales are now 59.30 percent higher than when advertising started three years ago.

Notice, too, that advertising was concentrated on drycleaning sales during the first two years, but that its effect spread to laundry sales. In the third year advertising was distributed between the services, bringing the laundry up to the cleaning advances.

If you invest \$100 per month over a 10-year period in a good investment trust, you will have purchased \$12,000 worth of stock which is worth (to quote an actual case) \$24,369 at the end of the 10 years. Advertising works the same way—only more so. Your regular investment accumulates value as time goes by, so that a \$25 ad after several years of advertising brings you far more response than the first \$25 ad you bought.

Since newspaper advertising clearly shows this cumulative effect, it is far more important for you to run a larger number of ads than it is to run large-size ads. The occasional full-page ad is a fine ego-builder, but nowhere nearly as good a business builder as the equivalent number of smaller ads.

Content of ads

Always remember that it is what's in the ad that counts—quality not quantity.

Newspaper ads usually follow the same general rules previously discussed in this series. Layouts should be simple and effective. You must capture the attention of your prospects quickly and positively because you are faced with a reading public with complete freedom as to what they will read.

Most readers shuffle through the paper, glancing at each page to see whether or not there is something of interest for them, but not pausing long to find out. They are trained by

the editorial matter in the paper to scan headlines, and to decide on the basis of a few words whether to read the article or not. You must capture their attention in a flash with your headline and your illustration and the general appearance of your ad.

There are a number of ways to do this, as we have shown. Your artwork should be simple, easily understood and sharply contrasted. It should have meaning in relation to the message your ad is giving. A photograph of a woman means nothing, unless the copy points out that she is dressed for doing the family wash in her party clothes—because the laundry does it and she has time for bridge luncheons. Again the art should appeal to your prospects—as should the headlines. A stopper like "A Texas leaguer" might stop baseball fans, but would not be likely to lure many housewives into reading your ad.

It's best not to beat around the bush in advertising. Believe it or not, your laundry service is news and of interest to your best prospects, so you don't have to drag in "interest" by the heels.

An old device for securing interest was to deliberately print an ad up-

NOTE THESE RECORD ECONOMIES SHOWN BY

This ELLIS Equipped Plant

WITH FULL AUTOMATIC
OPERATION

Pennsylvania
LAUNDRY COMPANY

PARTICULAR PEOPLE PREFER

32ND & POWELTON AVE.



PENNSYLVANIA SERVICE

PHILADELPHIA 4, PENNA.

DAKING 2 5200

20 TO 25% SAVINGS
IN SUPPLIES...

MANPOWER
REDUCED 45%

WEEKLY TONNAGE
INCREASED 20 TO 25%



Another one of the country's largest and finest linen supply companies reports highly profitable results since modernizing their washroom with ELLIS Full-Automatic 54 x 108 Open Pocket Unloading Washers.

Production tops 650 pounds per man-hour. The total savings are rapidly paying for the original investment. This is why ELLIS Equipment has a definite appeal for so many large and small operators.

ELLIS installation at Pennsylvania Laundry Company where eight 54 x 108 Full Automatic Unloading Washers are in operation. All washing supplies are piped directly to the individual machines from a central supply system.

Write for details of Ellis
Full Automatic Equipment.

The **ELLIS**  **DRIER Co.**
2 4 4 4 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

REPAIR PARTS—We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company

Sensational!
The Nuway Now Gives You
Invisible laundry marking

You'll never see a disfiguring black laundry mark on clothes washed in the gentle IVORY SOAP suds of Long Beach's most modern laundry, because Nuway marks are invisible except under special lamps.



THE NUWAY Laundry
Telephone 811-26 1340 Orizaba Ave

How white space can be used effectively in even a very small ad is illustrated in the example above

Ad without copy at right shows how illustration can carry the message, especially when used around the holidays



side down, but fortunately newspapers refuse to do this today. If you are using very small ads, you need to hit harder in order to attract attention. One trick is to reverse the ad,

making the white parts black and the type white. Another is to leave a good deal of white space around the ad. One of the most effective tricks is to set the ad for one column and then

center it in a two-column space, which leaves a good margin of white around the ad.

One popular type of advertising simulates editorial matter, so that it appears to be a news story or a column signed by an editorial staffer. If you can really write, and write interestingly, such a device can build up a following, but ordinarily the editorial-type ad is not for the laundry business. One very successful editorial type, however, is that which features household hints, tips on buying textiles, and other truly informative matter.

Any advertising that is worth running once in the paper is worth running again, so don't feel that you must change your ad every time the paper comes out—unless it is an editorial-type ad. Notice that you see the same national ads over and over—on hundreds of billboards, in magazines and in the newspapers. They don't change a great deal from week to week or month to month, generally plugging the same theme, and generally keeping the same layout.

Surprise arises only when a pattern or habit is broken,—which means that you must establish the pattern or habit first. If you make every ad different, you'll never build up a pattern or achieve much of the cumulative effect.

When and where

Position of your ad in the paper is a factor in the results you may get,

CHALLENGE!

YOU WILL NEVER SEE A LAUNDRY MARK NOW

Because—

• The Nuway now brings you *invisible* laundry marks which cannot be seen in any light other than the new G. E. secret lamps exclusive with The Nuway. Not only does *invisible* marking mean the end of blurry, black marks on your clothing—it guarantees positive identification.

WE CHALLENGE ANYONE TO FIND THESE MARKS—and further, we challenge anyone to find safer, better laundering than gentle Ivory Soap washing, another exclusive Nuway feature. No increase in prices.



ORDINARY LIGHT



X-RAY LIGHT

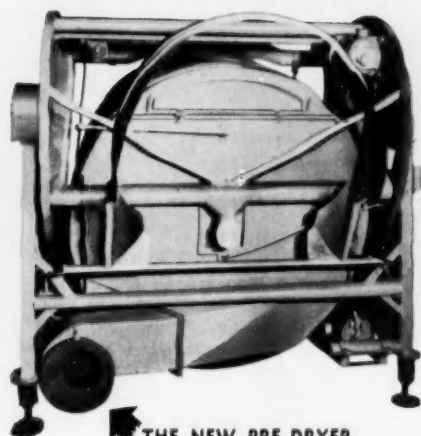
As the X-Ray shows the hidden bones of your hand, exclusive secret ray lamps reveal The Nuway's otherwise invisible laundry marks on your clothing, causing them to show 20 times as large as the old blurry, disfiguring laundry marks.

Phone 811-26 1340 ORIZABA AVE

The NUWAY Laundry

Combination of reverse with nonreverse cuts is illustrated in ad above. Note illusion of size created by parallel horizontal lines, tying together of elements of ad by circle

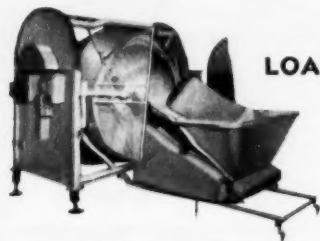
There's Only **ONE**
AND IT'S THE ONE YOU NEED!



THE NEW PRE-DRYER

FOR FLATWORK AND GARMENTS

Removes 10% More Moisture
Provides 20% Heat-Rise in
Only 5 Minutes' Tumbling



LOADING

- Proven ideal for laundries, linen suppliers, garment conditioners, hotels and institutions.
- Heating and tumbling flatwork makes it softer and easier to handle.
- Can be used with centrifugal or squeeze-type extractors.
- Conditions flatwork ready to iron. No hand-shaking necessary.
- Keeps ironers continuously busy.

Purkett engineers are laundry, linen and garment conditioning consultants. They can solve your problems. Ask for their specialized assistance at any time.

PURKETT'S NEW PRE-DRYING CONDITIONER

PATENTED For Your **PROTECTION**
DESIGNED For **DEPENDABLE DUTY**
ENGINEERED For Your **ECONOMY**
ATTACHMENTS* Are **AVAILABLE**

*Conveyors • Hoists • Loader Trucks, Etc.

HERE'S WHY!

- The 10" Mounted Squirrel Cage Fan, powered by a 1-H.P. motor, forces workroom air through clothes in a revolving cylinder and out through perforated doors at front.
- Air is evenly distributed into cylinder through perforated baffle which contains 1528 quarter-inch holes and is located just behind heater coils.
- The controlled flow of air is so gauged that clothes absorb most of heat . . . less heat is discharged into workroom than that thrown off by a flatwork ironer, a steaming washwheel or a press unit.
- Damper control in air inlet duct reduces airflow as needed for different seasons of the year.
- The divided door replaces overhead type door.
- Push-button loading and unloading replaces cam and lever.
- Double roller chain on unloading drive replaces V-Belt or Link Chains.
- All cylinders now contain six ribs, replacing former three-rib cylinder; allow machine to be used on any type extractor without any changes.
- Continuous controlled loading-unloading and 250 lb. capacity are additional "plus factors" which increase production and lower costs.

MANUFACTURED BY
PURKETT MANUFACTURING COMPANY
JOPLIN, MISSOURI

but only to the extent of good common sense. Your ad is not likely to draw as much response if it is located on the sports page as it will on the women's page or society section—a rather obvious conclusion. On the other hand, many advertisers get notions that they must have, say, the top spot on a right hand page in front of the middle of the paper. Such poppycock is equivalent to betting the starting positions of horses in a race, and newspapers are learning not to cater to the advertiser's desire for a specific position.

Most newspapers try to arrange their advertising for maximum benefit to all, including the readers. If they put you next to an ad for a home washer or a household bleach, it's unintentional, and I can't see that any great harm is done. They will try to observe your preferences.


The question of which days of the week offer the best returns depends to some extent on what you are selling in this series of ads. Fast service, for example, is more important toward the end of the week so that things will be back for the week end. However, women are usually more laundry-minded during the first part of the calendar week—Sunday, because the home-washing chore looms big before them; Monday, because they're exhausted from washing and that ironing lies ahead, and Tuesday because they're plain bushed! If you're plugging more or less generally, Monday's probably your best advertising day, although it is too late then to get that week's bundle.

Many newspapers feature week-end shopping specials in their Thursday editions. Although you have more competition with a big Thursday sale issue, you also have the attention of women who are looking for bargains—that's when to advertise specials.

Type of approach

Newspaper advertising may be either institutional or bargain in nature. Institutional advertising is fine—if you have the patience and money and absolute faith in advertising to wait for the accumulated results. Many plants have built good solid sales because they know that advertising will work for them as surely as it works for Coca-Cola and General Motors and every other consistent advertiser.

However, laundrymen as a class do not have this unwavering faith. They tend to agree in principle but feel that it's different with their own particular business; when swarms of customers fail to materialize within a few weeks, they give up entirely or try something else.



CATERING to your Dry Cleaning, as well as laundry needs is the Queen City Laundry's concept of service, a policy which pleases home-makers all over the city, week after week. Your neighbor phones 8-1108 for QC services, and will gladly recommend that you too try the QUEEN CITY LAUNDRY, 2938 E. Anaheim.

One of series of small ads which attract interest by use of individual "Q" and "C" linked to stand for Queen City Laundry. In some ads QC brackets the copy, in others merely appears above the copy. This series of ads attracts very high readership

Therefore, the bargain type of advertising is best suited for most plants, because some of the results can be immediately measured. With the wide range of launderable (and drycleaning) items, it's easy to find suitable specials to appeal to a bargain-hungry housewife. Because it takes time to impress even bargains upon the reader, your sale item or special should not be changed every week—probably once a month. Generally speaking, the more specific

your ad, the greater the measurable response.

It's a team job

For the best results from newspaper advertising, don't expect the newspaper ads to do the job alone. Back them with everything you can. Repeat the ad in bundle-insert form to be sure that your customers see it. Boast "as advertised in the *News-Chronicle*" in your other advertising, in solicitations, in your call office where you have posted a copy of this week's advertising. Be sure that all plant employees see an advance proof of your advertising before the paper comes out. And, if possible, use truck signs or whatever other medium you can to bolster the newspaper advertising.

In your whole integrated advertising campaign, newspaper advertising may be considered the quarterback on the team. Alone, there's not too much chance for touchdowns, but with every member of the team performing his appointed job, you can keep the scoreboard flashing. Actually you don't care whether it's the quarterback or another eligible man who makes the goal—and, of course, with team play it's difficult to say where the credit goes for a sale.

That Coke you bought at the drugstore this afternoon on the way back from the bank was purchased because you've seen newspaper ads, magazine covers, television programs, billboards, car cards, the sign on the drugstore window, and finally the familiar red dispenser behind the fountain. Which was responsible for the dime you spent? ☐ ☐



"Does 'platonic' mean I won't get my laundry and drycleaning done free?"

***suit
yourself...***

and your customers
with **HTH**
quality bleaches

**add it
dry to the
washer**



From the leader in bleach manufacture for over 25 years, comes this remarkable development: Mathieson's Ad-Dri Bleach. You simply add it dry directly to the washer. Tests prove maximum whiteness retention with minimum tensile strength loss. 100-lb. and 200-lb. "Leverpak" drums.

**prepare
your own
bleach
solutions**



One of America's largest selling bleaches for over a quarter-century, HTH Granular Bleach is a time-tested favorite of laundry operators. For added convenience and greater measuring accuracy, HTH Granular, containing 70% available chlorine, is packed in "measured unit", 3¾-lb. cans; also available in 100-lb. full-opening lithographed metal drums.

**ready-
mixed for
your
convenience**



Add this pre-proportioned bleach-mix to water . . . it gives you a stable sodium hypochlorite solution with a minimum of washroom supervision and a maximum of speed and accuracy. Packed in 100-lb. "Leverpak" drums.

Before you buy bleach, check your laundry supply house for complete information on these three HTH quality bleaches or write for descriptive literature and the name of your nearest supplier.



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INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.
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BILL BOYD

LCATA Presents Service Awards

OVER 200 REPRESENTATIVES of member firms of the Laundry and Cleaners Allied Trades Association gathered at the general membership meeting held in the Atlanta-Biltmore Hotel on October 15. During the meeting LCATA President G. W. Boyd (Emery Industries) presented silver trays to F. H. Ross, Jr. (F. H. Ross & Co.) and B. O. Gottry (Butler Manufacturing Co.), retiring presidents of LCATA and the Laundry

and Dry Cleaners Machinery Manufacturers Association respectively, in appreciation for their past services. Both trays were engraved with the individual signature of each board member.

Distinguished-service plaques were presented to the following retiring board members: W. J. Schleicher (Cowles Chemical Co.), E. E. Jewett (Goss-Jewett & Co.), W. H. Rometsch (Fletcher Works, Inc.), M. J. Wash-



Board members of Laundry & Cleaners Allied Trades Association as they met in Atlanta, left to right, SEATED: W. D. Ellis, Southern Mills, Inc.; J. K. Clement, Bock Laundry Machinery Co.; J. E. Ryan, Jensen Manufacturing Co.; L. V. Merrill, Armour & Co. (alternate for Nils Dahl of John T. Stanley Co.); A. M. Henning, Resillo Co.; A. D. Fry, Fry Bros. Co.; M. Landau, Cummings-Landau Laundry Machinery Co.; H. G. Henderson, Hugh G. Henderson Co. STANDING: A. G. Earle, LCATA staff member; J. R. Young, Davies-Young Soap Co.; J. R. Morris, Virginia-Carolina Laundry Supply Corp.; G. W. Boyd, Sanitone Div., Emery Industries; B. O. Gottry, Butler Manufacturing Co.; F. H. Ross, Jr., F. H. Ross & Co.; Marcel Hirsch, Palek & Co.; C. S. Hulén, Wm. Lynn Chemical Co.; W. B. Appleby, Wyandotte Chemicals Corp.; D. A. Freeman (retiring director), G. H. Bishop Co.; Wayne Wilson, American Laundry Machinery Co., and R. R. Jackson, LCATA managing director



W. A. MICHIE

W. B. APPLEBY

H. G. HENDERSON

J. R. MORRIS

WAYNE WILSON



J. STANLEY HALL

A. D. FRY

E. H. EARNSHAW, JR.

HARLOW H. GAINES

JOSEPH FRIEDMAN



A. M. HENNING

R. J. SPATTA

M. P. GUINA

M. E. W. STEINIG

J. R. YOUNG

burn (formerly Troy Laundry Machinery Div.), T. S. Buchanan (Colgate-Palmolive Co.), R. H. Lees (Carman & Co.), W. E. Langford (Armour & Co.), D. A. Freeman (G. H. Bishop Co.), Raymond Anthony (American Laundry Machinery Co.), Ira C. Maxwell (Unipress Co.) and S. G. Braun (Prosperity Co.).

Scrolls were also awarded to these retiring committee chairmen: G. W. Boyd, W. J. Schleicher, J. E. Ryan (Jensen Manufacturing Co.), W. A. Michie (Revolite Div.), W. B. Appleby (Wyandotte Chemicals Corp.), D. A. Freeman, H. G. Henderson (Hugh G. Henderson Co.), E. E. Jewett, J. R. Morris (Virginia-Caro-

lina Laundry Supply Corp.), R. H. Lees, Arthur Beringer (John P. Lynch Co.), Wayne Wilson (American Laundry Machinery Co.), F. H. Ross, Jr., B. O. Gottry, Nils S. Dahl (John T. Stanley Co.), J. S. Hall (Pennsylvania Salt Manufacturing Co.), A. D. Fry (Fry Bros. Co.), E. H. Earnshaw, Jr. (National Marking Machine Co.), F. K. Levy (Ideal Chemical & Supply Co.), H. H. Gaines (Huron Milling Co.), and W. H. Rometsch.

Special certificates of merit were awarded to the following for bringing new members into LCATA during the special membership campaign: Joseph Friedman (U. S. Hoffman Machinery Corp.), V. E. Amoth (Os-

mund & Co.), A. M. Henning (Resillo Co.), C. S. Hulen (Wm. Lynn Chemical Co.), R. J. Spatta (Merchants Chemical Co.), E. S. Weil (G. S. Robins Co.), M. P. Guina (Takamine Laboratory, Inc.), M. E. W. Steinig (Stadham Co., Inc.), and E. E. Roeder (Boston Clip & Tag Co.).

The chairmen of the various relations committees reported, including Messrs. Friedman, Wilson and Fry. John Young (Davies-Young Soap Co.), chairman of the exhibit committee, reported on the status of the successful exhibit then in progress in Atlanta in conjunction with the annual convention of the American Institute of Laundering. □□

Laundry News Notes



LANCASTER, OHIO—Bob Baer has opened Wee Wash It at 424 S. Broad St. The business is a drive-in operation.

WALKERTOWN, IND.—Mr. and Mrs. William Kranenburg have purchased the Laundry Basket here and the Laundrymat at Kingsford Heights.

DETROIT, MICH.—Sherman La-Measure, president of LaMeasure Brothers, has announced the purchase of Pilgrim Laundry and Dry Cleaning Co. and Fine Arts Laundry and Dry Cleaning Co.

OKEMOS, MICH.—The October meeting of the Southern Michigan Association of Institutional Laundry Managers was held at the Okemos County Hospital with Dr. Stephen H. Holt as guest speaker.

MINNEAPOLIS, MINN.—Leo Gross of Gross Brothers-Kronicks has been elected a director and the secretary-treasurer of the Minnesota Institute of Laundering and Cleaning, Inc. He will fill the unexpired term of C. A. Huebsch.

HAMMOND, IND.—Chapman Laundry & Cleaners, Inc., will open its sixth outlet, in the Woodmar shopping center now under construction here. M. H.

Chapman is president of the company, which also has stores in Dalton and LaGrange, Ill.

MARION, IND.—An addition to the laundry of the Marion V. A. Hospital is being constructed.

HOBART, IND.—C. E. Braun is building a new drive-in, the Hobart Laundry, on Ridge Rd. and Wisconsin Ave.

ELGIN, ILL.—Herbert Hansen, Jr., a partner in Suds Laundry, has announced plans to build an addition to the plant.

PORTSMOUTH, OHIO—F. W. Means Co., Chicago, operator of the Portsmouth Clean Towel Co., has announced the leasing of a building at 614-616 Third St. The Portsmouth company will do all of its laundering in this building instead of at its Huntington branch.

ELGIN, ILL.—The management of Sunset Park Laundromat has announced the opening of Dundee Avenue Laundromat. Knut Anderson operates both businesses.

PERU, IND.—William McDowell has purchased the Launderette, 12 S. Miami St., from Mr. and Mrs. Paul Isenbarger and Mrs. Mary Hilmer.

COLUMBUS, OHIO—The General, Inc., Industrial Laundry and Dry Cleaning Company, has opened a new plant at 999 N. Fourth St.

SHELBY, MICH.—Jack and Donald Anderson, brothers, have purchased the Benson Self-Serve Laundry.

MARIETTA, OHIO — Conleth S. O'Connell has opened an automatic laundry at 156 Front St.



LOS ANGELES, CALIF.—Sidney Seid has bought Angel's Flight Laundromat from Sam Kaufman.

HONEY GROVE, TEX.—Mr. and Mrs. L. R. Lovelady have purchased Swain Laundry, Pecan and 14th Sts.

GLENDORA, CALIF.—Gladys I. Elliott and Myrtie Kruger plan to open an automatic laundry at 120 S. Dyer Lane.

EUREKA, CALIF.—Mr. and Mrs. Melvin Castle have announced the opening of Castle's Laundry-Mat at Broadway and Whipple Sts.

LOS ANGELES, CALIF.—Ronald P. Dobson has sold the Laundromat, 1245 Washington Blvd., to Edith M. and Willis A. Wyman.

LOS ANGELES, CALIF.—Max and Bertha R. Roth have announced plans to sell the Launderette, 1389 Westwood Blvd., to Lisle Hoskins.

SULPHUR, OKLA.—W. E. Taylor, owner of Sulphur Steam Laundry, Division St., recently held open house to celebrate the opening of his new plant.

DENVER, COLO. — Professional Laundries of Denver has announced 100 percent participation in the 1954 United Fund campaign.

SAN DIEGO, CALIF.—Among appointees to the distribution committee of the U. S. Chamber of Commerce for

LAUNDRY BUSINESS TRENDS

New York

Sept. 4—3.4% less than last year
Sept. 11—0.5% less than last year
Sept. 18—0.1% less than last year
Sept. 25—0.8% less than last year

M. R. Weiser & Co., New York

New Jersey

Sept. 4—3.4% less than last year
Sept. 11—1.3% more than last year
Sept. 18—2.8% less than last year
Sept. 25—2.0% less than last year

M. R. Weiser & Co., New York

New England

Sept. 4—1.1% less than last year
Sept. 11—0.7% more than last year
Sept. 18—1.5% more than last year
Sept. 25—0.2% more than last year

Carruthers & Co., Boston



4 SPECIAL SERVICES

That Assure You

COMPLETE Insurance

at LOWER COST*

*(Another reason why Bruce Dodson
FIRST TEAM members SLEEP at night)

Do you have complete Insurance Security?

Check Yes or No to determine the answer

YES NO

- ☐ ☐ Do present policies cover all your property?
- ☐ ☐ Are all policies concurrent with respect to titles — addresses — rates and description of property covered?
- ☐ ☐ Have lowest rates to which you are entitled been used?
- ☐ ☐ Would your insurance pay in full any loss you might sustain adjusted on the basis of replacement cost today?
- ☐ ☐ Do your present policies cover all of your "liability" for accidents to which you are exposed in your business?
- ☐ ☐ Are the limits of liability coverage ample to protect your resources against the high court judgments being awarded today?
- ☐ ☐ Are you enjoying credits on Workmen's Compensation and other insurance to which you may be entitled for good experience or efficient loss prevention?
- ☐ ☐ Have your policy expirations been arranged to suit your convenience in meeting premium payments?
- ☐ ☐ Are you getting the continuing counsel of those who specialized in your industry, know your risks, are familiar with your problems?

IF you answer NO or even a DOUBTFUL YES to any of the above questions — and have never had a complete survey of your risks... or an appraisal of your insurable values, you deserve the services of a Dodson Field Underwriter.

When you qualify as a Bruce Dodson FIRST TEAM member, you join others in *your* industry... all preferred risks entitled to important savings and benefits.

Your insurance becomes a *planned program*... prepared under the counsel of a 54-year-old organization of home-office-trained specialists in the insurance problems of *your* industry... specialists whose services are at *your* fingertips *without* cost or obligation. Here are *four* of these services which help you qualify for FIRST TEAM benefits and savings...

- ... Expert Appraisal and Valuation Service helps you determine insurable value of your property... so you know how much insurance you need for full payment of loss and for lowest possible rates.
- ... Expert Rate Verification Service determines lowest rates to which conditions of your risk entitle you.
- ... Expert Coverage Analysis Service assures you that your present policies cover your risk without duplication or loopholes, that you will recover fully in event of loss.
- ... Expert Inspection and Engineering Service helps you prevent losses... when losses go down insurance costs go down.

Why shouldn't *you* obtain these exclusive FIRST TEAM benefits and services for *your own* business? Just send us the coupon below.

On behalf of preferred risk members of your industry, we invite you to learn how your FIRST TEAM Plan can serve you...



"An Invitation Like This Started Me..."

(The Dodson Field Underwriter is a service specialist in your industry — not an agent or salesman. Don't hesitate to ask for his confidential counsel)



BRUCE DODSON & CO.

Just Attach To Your Letterhead

- ☐ Please send me a copy of your special brochure, "Exclusive First Team Benefits."
- ☐ I want to have a personal visit with your Field Underwriter. I understand that I'm under no obligation whatever.

Name _____

(Clip to letterhead, send to:)

BRUCE DODSON & CO.

208 W. 28th St. Kansas City 10, Missouri

1954-55 is Jack A. Landale, general manager, Colonial Textile Service Co., 665 15th St.

GLENDAL, ARIZ.—Mr. and Mrs. Harold D. Condray are now operating a quick-service laundry at 19 S. Fourth Ave.

NORTH HOLLYWOOD, CALIF.—Josephine and Frederick H. Hermann have announced plans to purchase Suds & Bubble Laundry, 6051 Lankershim Blvd., from Eugene Taylor.

CASA GRANDE, ARIZ. — Mike Franks has repurchased Casa Grande

Laundry and Dry Cleaners from Mr. and Mrs. R. O. Doster. Mr. Franks bought the company originally in 1949 and sold it to the Dosters in 1952.

BELEN, N. M.—Arthur and Edna McClellan have purchased Susie's Self-Service Laundry at 206 N. Second.

DINUBA, CALIF.—Mr. and Mrs. Dick Gates have sold C & S Laundry, 115 E. Kern St., to Jack Kizirian.

LOS ANGELES, CALIF.—Aaron Fisher has announced plans to sell his self-service laundry, Laundergirl, 4754 S. Central Ave., to Burton H. Sussman.



LA GRANDE, ORE.—Glen Burge has purchased the equipment of the former Barrett's Laundry, Fir and Monroe. He is remodeling the building and plans to reopen the plant soon. R. W. Barrett, the former operator, closed the plant in 1950.

OROVILLE, WASH.—Jack McEackron has announced plans to open a self-service laundry here.

HOQUIAM, WASH.—Fire caused about \$25,000 in damage when it swept through the Hoquiam Steam Laundry & Dry Cleaning Company, according to Horace Waples, owner.

GRESHAM, ORE.—Mr. and Mrs. Harry Bertulet, former owners of Modern Dry Cleaners, have opened Quick Service Laundry at 15 N. W. Second St.

VANCOUVER, B. C., CANADA—Louis Zacks, president of Spotless Stores, has announced the opening of a new linen laundering department in the company's plant at 2085 Main. New equipment has been installed.

NORTH BEND, ORE.—George Boone, owner of Twin City Laundry, has announced the purchase of Rogue Laundry from the estate of Bernie Powell.



SHELBURNE FALLS, MASS.—Modern Laundry Co. is building a new plant to replace one destroyed by fire last June.

FRANKLIN, N. H. — Mrs. Lottie Conant has sold Franklin Self-Service Laundry to Robert Shearer.

NEW YORK, N. Y.—Consolidated Laundries Corporation has announced the resignation of J. L. DeFraine, manager of its Gold Seal Laundry division in Brooklyn. Succeeding Mr. DeFraine is W. F. Uhl, who has been manager of the Stancourt Laundry division. Hamo Hachnasarian, manager of the National Laundry, Bronx, replaces Mr. Uhl and is succeeded by S. W. Boyle, who has managed the company's Lackawanna Laundry division in Newark, N. J. C. M.

Shamrocks pay for themselves

... in work savings
... time savings!



Inside view showing removable wood drain rack.



Shamrock washroom truck #41W

Looking for greater washroom efficiency? Equip with modern Shamrock No. 41W Washroom Trucks. Operators welcome easier handling of wash loads, and freedom from stooping. You can order a complete size assortment (3 sizes) for less than the cost of one metal style truck. Designed with rustproof steel frame, "Vyntex" (plastic impregnated) duck body, controlled drainage with rubber drain hose, and 3-inch rubber swivel wheels for easy mobility. Why not order a Shamrock No. 41W for tryout, now! Made in 3 sizes: 3 bu.—24x16x14x30" overall; 4 bu.—28x20x16x30" overall; 6 bu.—30x20x20 1/2 x30" overall. Manufactured by MEESE, INC., Office & Plant, Madison, Indiana.

SALES OFFICES: New York—F. R. Tyrroler, 55 West 42nd St., PE 6-0613; ATLANTA—W. E. Petway, 4403 Jefferson St., Chamblee, Ga., Phone 7-2430; CEDAR RAPIDS, IOWA—G. O. Daniels, 3209 Twelfth Ave., S. E.; FORT WORTH—V. M. Hooten, 4220 Normandy Road, Tel. Lockwood 6564; LOS ANGELES—Fred J. Petersen, 4645 East Olympic Blvd., ANgelus 0292. Export Manager—R. A. Auerbach, Easton, Pa. Cable Address: "Natty".

**Manufactured by...
CUMMINGS-LANDAU**

...to give you a washer
so sturdy and tough that
breakdowns are virtually
unknown!

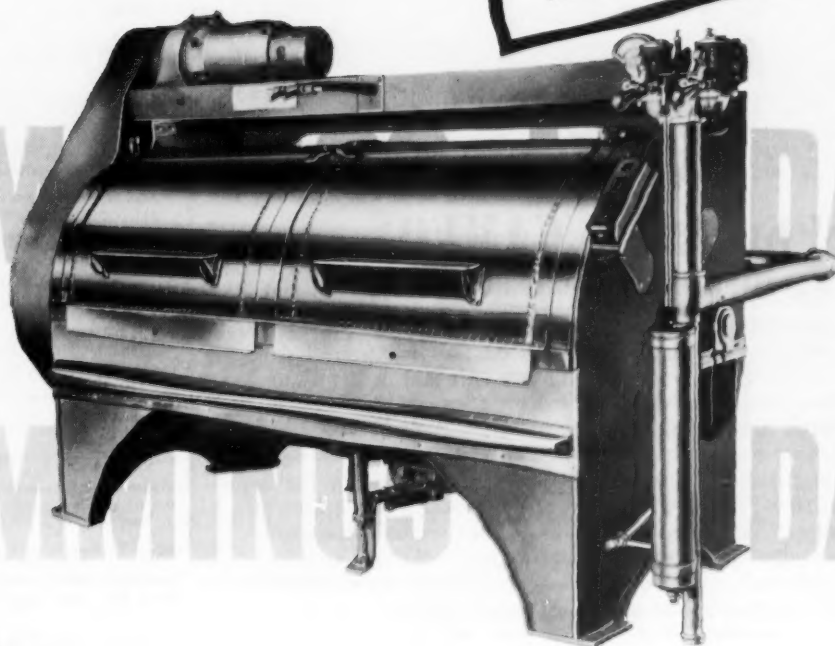
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CUMMINGS-LANDAU**

...to turn out MORE
work... in LESS time and
do it cleaner!

**Engineered by...
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...to operate with maxi-
mum economy, effecting
huge savings in water and
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November 15, 1954

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Thompson, former manager and dry-cleaning sales promotion manager of the Lackawanna Laundry in Jersey City, N. J., is the new manager of the Newark division.

POINT PLEASANT, N. J.—Construction has started on a new Morey-LaRue Laundry Company store in the Point shopping center, S. Richmond Ave.

BROOKLINE, MASS.—Dy-Dee Service Inc., 1379 Beacon St., has appointed Jack MacInnes general manager. Mr. MacInnes is chairman of the sales pro-

motion committee of the Linen Supply Association of America.

BROOKLYN, N. Y.—The Pilgrim Laundry, Inc., has elected the following officers: Charles F. Wark, president emeritus; Sidney Stacy, chairman of the board; R. Gordon Young, president; Demmon E. Julian, vice-president; John D. Scholfield, treasurer; Lauritz Schou, secretary; Edward F. Stacey, assistant secretary-treasurer.

PASSAIC, N. J.—The September meeting of the North Jersey Institutional Laundry Managers' Association was held

at Passaic General Hospital with Michael Hudak as host. At the meeting Ralph Edsall was elected delegate to the National Association of Institutional Laundry Managers.

NEWTOWN, CONN.—The Institutional Laundry Managers Association of Connecticut met on October 21 at Fairfield State Hospital with Richard Sperling as host. The meeting featured a demonstration of automatic equipment.

TRENTON, N. J.—A new branch of Stacy Laundry has opened at Nottingham Way and Hamilton Ave.



Save! Switch to CAMEO®—the 5-oz. non-congealing starch exclusive with Staley!

Leading laundries everywhere are taking advantage of worthwhile starchroom savings made with CAMEO. Compared with the cost of using an 8-oz. starch, you can starch 2 out of 5 shirts *without cost* by using CAMEO. Fine grained, highly refined CAMEO starch always cooks smooth, lump-free. It penetrates smoothly, thoroughly. CAMEO gives pliability and perfect body that keeps customers pleased. CAMEO is always ready for instant use. No reheating, no lost time cleaning up congealed lots, no waste! Try a drum and discover for yourself the profitable advantages of doing top grade starchwork with CAMEO—the pure corn starch that delivers consistently *better starchwork*.

**Based on the use of 5-oz. Cameo Starch as compared with an 8-oz. starch.*



"Staley is one of the largest producers of laundry starches in the world"

STALEY

Laundry Starches

—for the Finest Finish!

A. E. STALEY MFG. CO., Decatur, Illinois



NEW ORLEANS, LA.—Chalmette Laundries has opened a quick-service establishment at 418 Maine St. in the Jefferson Parish shopping center.

HOMEWOOD, ALA.—J. R. Sellers is the new owner of Family Budget Laundry, 2200 Magnolia Ave.

ST. AUGUSTINE, FLA.—West Side Automatic Laundry has opened at 184 W. King St. Mr. and Mrs. Floyd H. Perry are the owners.

HUNTSVILLE, ALA.—New dry-cleaning equipment is being installed at Wilson Laundry and Cleaning Co., 107 N. Greene St., according to A. E. Wilson, Jr.

BELLEVUE, KY.—Mr. and Mrs. James H. Haines have announced plans to open Bellevue Half-Hour Laundry at 312 Fairfield Ave.

ST. MARKS, FLA.—Ruth and Bo Mason have announced the opening of We Wash It Laundry.

MEMPHIS, TENN.—Memphis Steam Laundry has opened a new building on Park Ave. near Highland.

NEW ORLEANS, LA.—W. I. Monaghan, New Orleans Laundries, Inc., has been elected president of the New Orleans Control of the Controllers Institute of America. The Institute is a nonprofit organization of controllers and finance officers from all businesses.

KEY WEST, FLA.—Edwin F. Trevor, president of Columbia Laundry and Dry Cleaners, has been named president of the local Chamber of Commerce.



For more than a quarter of a century, stainless steel has been a key factor in greater laundry efficiency . . . in washers, extractors, ironers, tumblers—in all major laundry and dry cleaning equipment. Stainless' hard, dense surface protects laundry bundles. And stainless equipment lasts indefinitely.

Here's a new approach to the use of stainless in modern laundries. This new Crucible booklet devotes its 16 pages not only to long-established uses of stainless steels—but also to many of the newer applications such as door and window frames, drain grilles, and materials handling equipment. Included, too, are sections that

will help make your problems of selecting the correct grade of Crucible stainless easier . . . guides to economical fabrication of stainless . . . and the full story on how Crucible's stainless research facilities can work for you, to bring even further economies to your plant.

Get this new book now. Just fill out and mail the coupon.

Crucible Steel Company of America
Dept. SLJ, Henry W. Oliver Building
Pittsburgh, Pa.
Send my copy of "Making the Most of Stainless Steels in the Laundry Industry."
Name _____ Title _____
Company _____
Address _____ City _____ State _____



CRUCIBLE

54 years of *Fine* steelmaking

first name in special purpose steels

STAINLESS STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.
REX HIGH SPEED • TOOL • REZISTAL STAINLESS • MAX-EL • ALLOY • SPECIAL PURPOSE STEELS

November 15, 1954

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Fig. 1. Pilot plant for flotation treatment of laundry waste for reuse, back to front, left: four 25-pound automatic washers and extractor; storage and ballast tanks; controllers and chemical make-up tanks for clarifier



Stream-pollution control may be assisted by Navy study on:

Reclaiming Laundry Waste Water for Reuse* PART I

LAUNDRY WASTE WATER in the major cities of America makes up 5 to 10 percent of the average daily flow of sewage. It is one of the most objectionable of all wastes, contributing anywhere from 10 to 20 times as much contamination as the average city waste. It is usually strongly alkaline, highly colored, and contains large quantities of soap or synthetic detergents, soda ash, grease, dirt and dyes.

* Based on a paper, "Clarification by Flotation and Reuse of Laundry Waste Water," by H. J. Wollner, V. M. Kunin, P. A. Kahn, American Conditioning House, Inc., presented before the Advanced Base Water Supply and Sanitation Symposium, Bureau of Yards and Docks, U. S. Navy, Port Hueneme, California, September, 1953.

By JOSEPH C. McCABE

In the language of the sanitation engineer laundry waste water has a Biological Oxygen Demand of two to five times that of domestic sewage, which means it is a lethal fluid so far as fish or marine life goes. All in all, laundry waste can be a severe disposal problem for a community of any size.

Historically, many efforts have been made to treat laundry waste with chemical treatments involving aluminum, iron and calcium compounds and also silicates, either separately or

in combination. But all these attempts have been to condition the waste water so it could be safely dumped or thrown away.

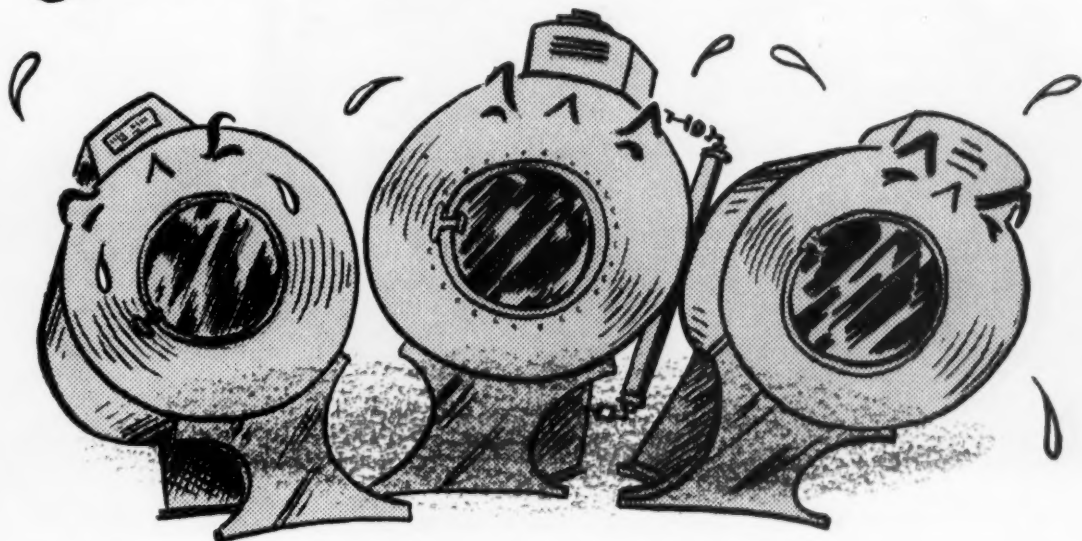
The U. S. Navy, however, felt that studies should be pushed still further with the ultimate aim of cleaning up the waste water to a condition in which it could be reused. This article plus one to follow describes the study that was made. In view of mounting legislation on stream pollution control, it is valuable data for laundry plant operators to see and know about.

The Navy's problem

The Bureau of Yards and Docks of the U. S. Navy has as one of its main

ARE YOUR WASHERS

CRYING OUT LOUD



FOR ABUNDANT HOT WATER ?

Then Install **NATCO**

THE INSTANTANEOUS, TANKLESS HOT WATER HEATER

The NATCO TANKLESS water heater is designed to produce large volumes of temperature-controlled hot water *instantaneously*. It does not require a bulky, troublesome storage tank. Capacities from 240 to 9000 gallons per hour.

The NATCO TANKLESS water heater is indirect-fired. Therefore it cannot cause rusty wash water.

Indirect firing guarantees a long, troublefree life for your hot water heater and assures the lowest operating cost possible.

The NATCO TANKLESS water heater is a complete packaged unit, designed by National Combustion Company who for many years have manufactured hot water equipment for laundries and dry cleaners

exclusively. It is simple to install and requires a minimum of floor space.

Use the NATCO TANKLESS as a booster and increase the process steam capacity of your present high pressure boiler by relieving it of part or all of the hot water load.

Check the instantaneous, indirect-fired advantages with your laundry machinery distributor. Ask him to survey your plant and advise what size NATCO you require.

Oil or Gas Fired

For literature and name of your nearest distributor write Dept. S-11.

NATIONAL COMBUSTION CO.

101-06 43 Ave., Corona 68, New York City, N. Y. • Tel. Hickory 6-2010



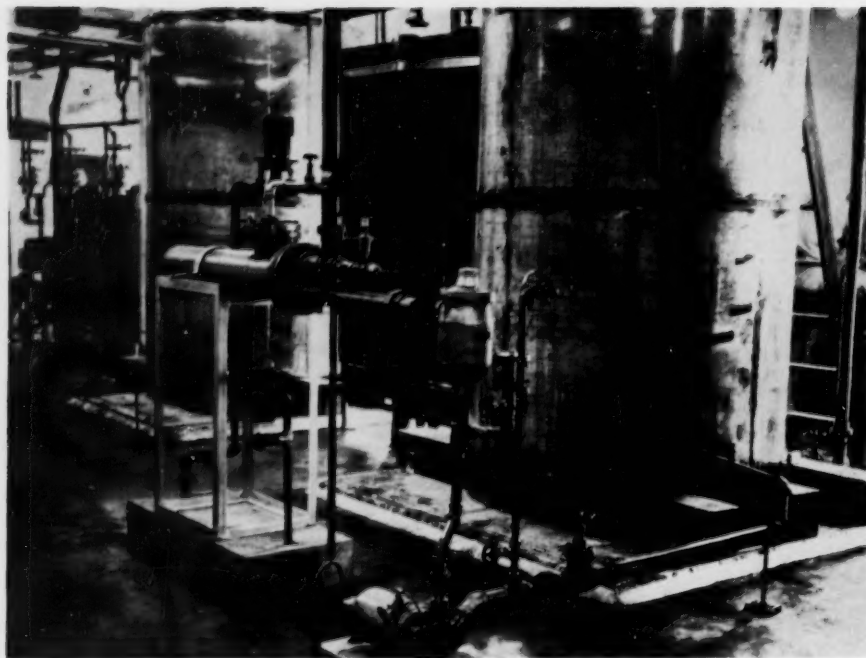


Fig. 2. Storage and ballast tanks with flow control and heat-exchanger system

duties the task of providing advanced land bases with water for health and sanitation purposes. One great water user is the laundry. Laundering requires 4 to 5 gallons of fresh water per pound of soiled fabric. For a 50,-

000-man base this means 325,000 gallons of fresh water per week if each man turns in 13 pounds of soiled articles per week. If this Navy-base laundry operated on a 100-hour week, then the fresh-water rate would reach

3,250 gallons per hour. By the same line of reasoning the Bureau of Yards and Docks feels that an advanced base-hospital laundry would need as much as 4,450 gallons per hour.

In many instances this quantity of water may be hard to come by. Accordingly, the Navy decided to launch studies on ways and means of reclaiming laundry waste water.

Procedure and equipment

Treating for disposal a waste water containing soap presents no serious complications. The soap can be converted to the free fatty acid, which can then be removed, or lime can be added to precipitate metallic soaps, which can then be separated. The water left behind by this procedure is substantially clean and does not cause any difficulties in subsequent treatment to make the water safe for fish and marine life.

But the treatment of waste waters containing synthetic detergents is an entirely different matter. These compounds have found almost universal acceptance where high dispersing power is required, particularly where hard waters are employed. The very properties which make these compounds so useful also make them most troublesome when it comes to treatment of wastes containing them.

Synthetic detergents can cause frothing, promote emulsification and are even reported to affect the biological balance of water. They are known to stimulate slime growth in sewers and drains and can cause them

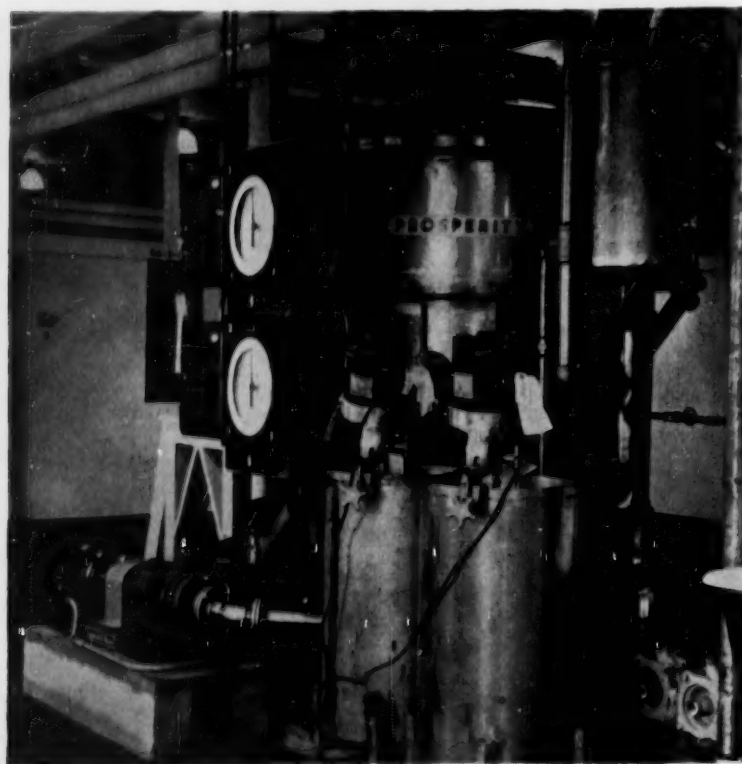
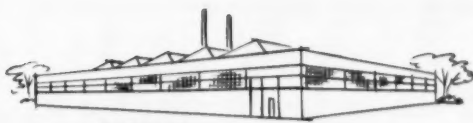


Fig. 3. Clarifier (large tank), premix tank (upper right), chemical make-up tanks (foreground), and chemical feed controllers (left)



APARTMENTS



FACTORIES



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MOTELS

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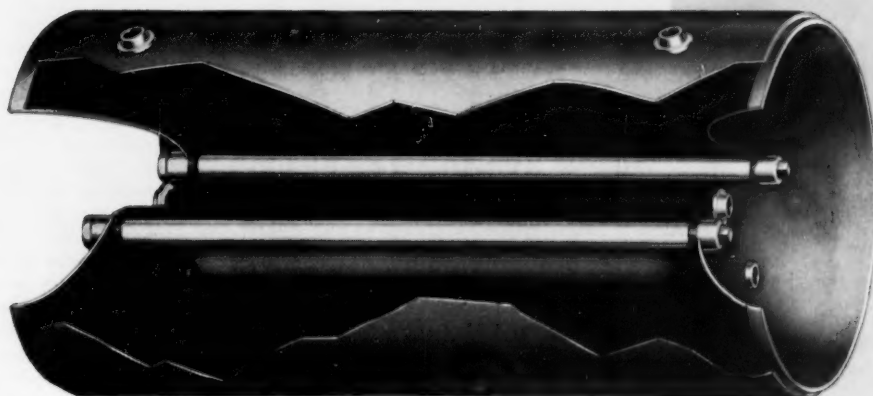
SCHOOLS



HOMES



LAUNDRIES



Cut-a-way view of concave type tank suitable for horizontal or vertical mounting.

● Here is a *glass-lined*, large volume water storage tank to meet your demands for the clean, rust-free storage of cold and hot water for your commercial or industrial jobs. Where rust and corrosion are annoying problems and where long tank life is desired these *new* glass-lined water tanks are the answer . . . and at reasonable cost.

The inside of this new tank, especially designed for the storage of water, is completely coated with special A. O. Smith ceramic glass, permanently fused to the steel.

Stored water will stay as pure and clean as your water supply, and rust free, too, because the mirror-smooth, glass-surfaced steel tank can't rust or corrode under any water conditions. Ranging in size from 100 to 1,000 gallons,

or larger on special orders . . . designed for horizontal or vertical mounting in the smaller sizes for installation flexibility . . . available for use in gas-fired Burkay hot water systems . . . or fitted with coils for steam systems . . . you have a proved line of water storage tanks to choose from.

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TO: A. O. Smith Corporation, Kankakee, Illinois, SLJ, 11-54.
Gentlemen: Please send me the above mentioned literature.

Name Title
Company
Address
City Zone State

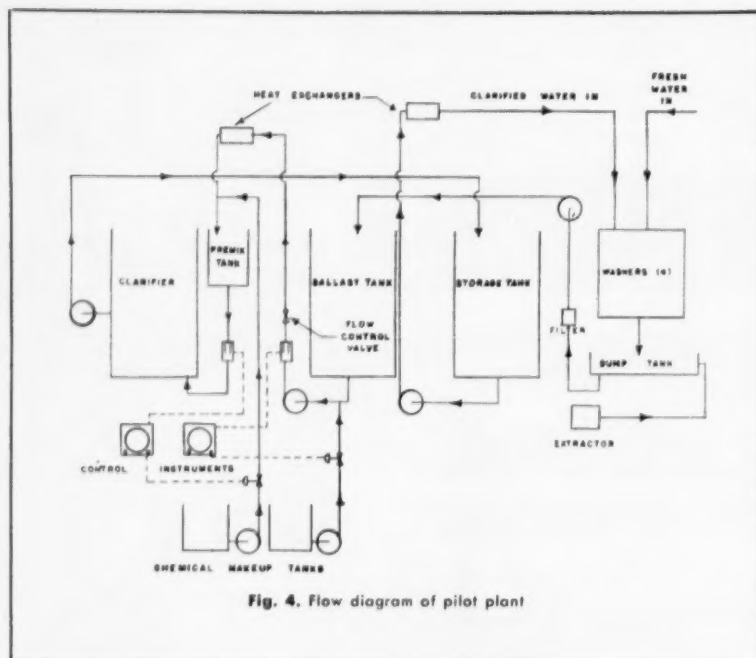


Fig. 4. Flow diagram of pilot plant

to clog. Their dispersing power is (1) so great they can prevent adequate removal of contaminants by the simple process of letting the solids settle out, and (2) so persistent that it is ex-

tremely difficult to prepare the water for biological safety.

The American Conditioning House, Inc., was called in to conduct a study of the problem. Later one of the large

laundry machinery manufacturers was asked to construct the various items of special equipment employed in developing the corrective process.

The technique used was based on the long established knowledge that certain chemicals, called flocculated coagulants, would draw together the undesirable wastes in a mass form known to chemists as a floc. Left to itself this floc will form on the top of the water and float there in an ever-thickening foam. It is removed in much the same way that you take foam off the top of a glass of beer. This method of removal is given the name of flotation.

Early experiments involved the use of lime. Although lime is an effective coagulant, that is, collecting agent for soap-based laundry waste water, the resultant treated water is too hard to be reused in laundering without softening, which might be impractical in the field. Copperas was found to be an effective coagulant, but water containing this product is colored by the presence of iron oxide and cannot be used in laundering without discoloring the laundered load. Coagulation with cationic surface-active agents was successfully accomplished on a laboratory scale, but the cost was too high. Acceptable clarification of laundry waste water was also obtained with alum and activated silica. The use of this combination, however, because of the requirements for critical control, was regarded as too complicated for practical application in the field.

Pilot-plant Setup

The procedures finally chosen were first refined in laboratory equipment and then applied to large-scale pilot-plant equipment (Fig. 1) installed in an assigned area of the Boston Naval Shipyard. The pilot plant consists of four 25-pound-capacity automatic washwheels, a ballast tank for waste-water flow and chemical equalization, a storage tank (Fig. 2) for the clarified final water, and a Gibbs-type flotation unit (Fig. 3).

As shown in the flow diagram (Fig. 4), laundry waste water generated by the four washers and the single extractor is collected in the dump tank and pumped to the ballast tank for equalization, a filter being used in the line to remove lint.

The clarification process begins with the introduction of waste water from the ballast tank to the premix tank. An alum solution is added directly into the pipe at the outlet of the ballast tank. Its addition is controlled by a pneumatic valve automatically posi-

(Continued on page 76)

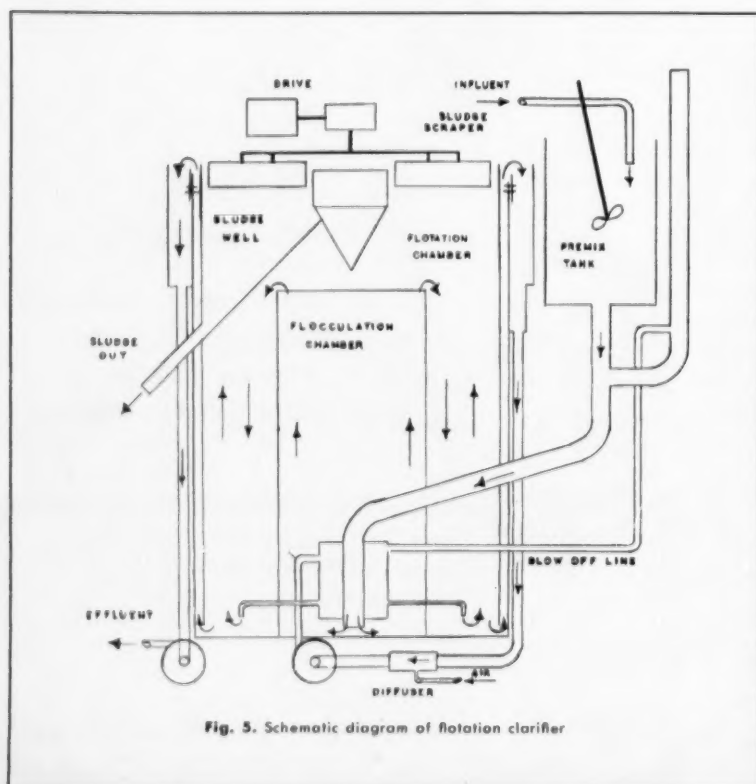


Fig. 5. Schematic diagram of flotation clarifier

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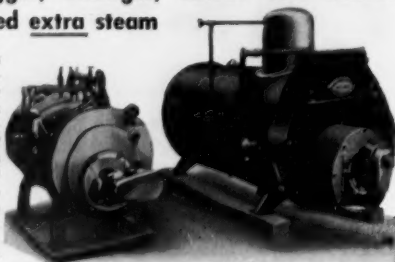
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GIVE BLOOD

. . . give it again and again!

(Continued from page 74)

tioned by a pH recorder-controller. A neutralizer—soda ash or caustic soda, as the case may be—is similarly added, downstream from the alum addition, by a pneumatically controlled valve also activated by a pH recorder-controller. Flow from the ballast tank to the clarifier is regulated automatically to any preset level by a Kates regulator. The coagulant-waste water mixture is fed to a premix tank to allow sufficient time for the floc or foam to form and is then fed by gravity into the clarifier itself.

The clarifier (Fig. 5) comprises, basically, two chambers, a flocculation chamber and a clarification chamber. Water to be clarified, containing coagulant and neutralizing chemicals previously added, is fed continuously into the bottom of the flocculation chamber. As it rises, additional floc growth takes place. When it emerges from the upper edge of the flocculation chamber into the clarification or flotation chamber, it is met by a constantly rising, diffused mass of finely divided air bubbles. These bubbles associate themselves with the floc particles and both rise to the surface of the chamber, where the mass forms a cuff or sludge. The sludge, continuously scraped from the surface of the flotation chamber by a set of rotary scraper blades driven by a variable-speed drive just above them, is scraped into a well and is piped outside of the clarifier by gravity to a sludge container, or to whatever drain facilities are available.

The clarified remaining water proceeds in a downward direction, emerges into a space that is ringed around the unit near its bottom, and the water then rises to the top for withdrawal over a circular weir by which the water level in the clarifier is controlled. Flow out of the unit into a receiving trough is by gravity on an overflow basis. The water is

then pumped to the storage tank for reuse in laundering.

The air bubbles for flotation are made by sucking air through a porous ceramic cylinder located on the suction side of a recirculating pump. This

pump draws liquid from the bottom of the receiving trough. Auxilliary heat exchangers, pumps and tanks shown in Fig. 4 are used for obvious reasons.

Next month: test results ☐

Engineering Questions and Answers

Hot-Water Storage Tank

Engineering Editor: We plan to build a hot-water tank to store water for our laundry. The tank, to be constructed of reinforced concrete, will be located underground. We intend to insulate and waterproof it.

A pump will be installed to pump water from the tank into a hot-water line that feeds the various laundry units. Pressure in this line is 50 p.s.i. The pump will be required to lift a 10-foot static head. Normal water temperature varies between 180° and 190° F.

Can you suggest methods of waterproofing and insulating the tank?

What type pump is best suited for this application?—A. W.

A. W. is headed for trouble if he builds a concrete tank to store hot water at a temperature of 180°-190° F. The concrete may develop cracks resulting in numerous leaks.

We suggest installation of a round horizontal steel tank encased in insulating concrete. A better job would be to set the tank in a concrete pit with enough work room to apply blanket insulation.

Pumping is best handled by making the pit large enough to install a pump at the end of the tank. Hot water cannot be lifted on the suction side

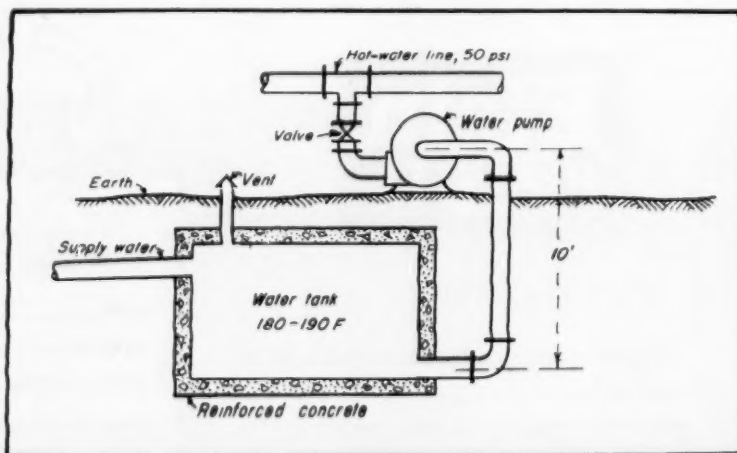
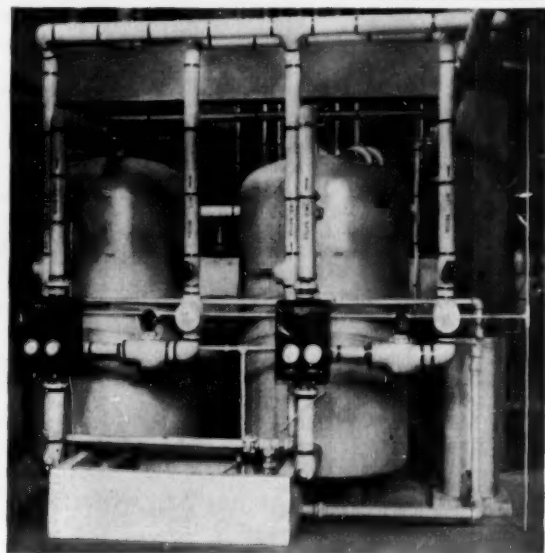


FIGURE 1



A TYPICAL INVERSAND SOFTENER INSTALLATION WITH MANY ADVANTAGES

- A—Requires only 100 sq. ft. floor area.
- B—Provides flow rate of 20,000 G. P. H.
- C—Continuous operation.
- D—Provides capacity of 200,000 gals. per regeneration, basis 10 grain water.
- E—Uses only 3 lbs. salt per 1000 gals. soft water.
- F—Manual operation by multiport valves, convertible later to automatic at about 13% extra cost.
- G—Produces crystal clear 100% SOFT water.
- H—A low price too.

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of the pump, as in A. W.'s sketch, Fig. 1, since water at 180°-190° F would flash to vapor and the pump would become steambound. At 180° F, 15 inches of the theoretical 30 inches (mercury) available for cold-water suction are lost, while at 190° F only 11 inches are available for suction lift. These are theoretical figures not to be held to in actual installation.

If supply water is introduced near the tank top, heat losses will result in the coolest water getting to the pump first.

There are two methods of water-

proofing A. W.'s concrete tank: (1) By using concrete of low porosity, a limited amount of mixing water, complete mixing, elimination of all joints, and by pouring bottom and sides in one continuous operation, he can readily obtain a waterproof tank. It should be kept from drying for at least a week after being poured. (2) He can use one of the many patented waterproofing compounds for concrete on the market. Most of the compounds, however, reduce concrete strength and so are not always desirable.

The tank may be insulated by us-

ing cinders, shavings or sawdust, placed between soil and tank walls. Insulation should be put in place before concrete is poured. Since the thermal conductivity of concrete is low, A. W. need not resort to expensive insulation.

A standard centrifugal pump is generally not applicable for pumping 180° F water with the 10-foot suction head, as in A. W.'s sketch. Install the pump in a pit alongside the tank, Fig. 2. A positive-suction pressure should be maintained at pump inlet. A. W. can, though, use a sump pump, Fig. 3.

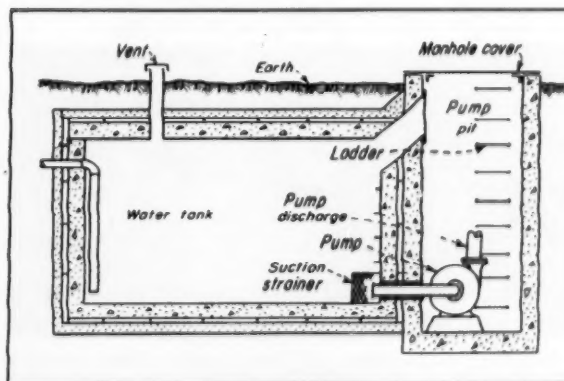


FIGURE 2

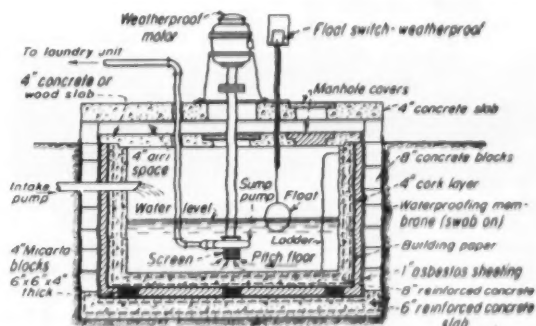


FIGURE 3

NEW PRODUCTS and LITERATURE

New Truck Bodies Designed by International



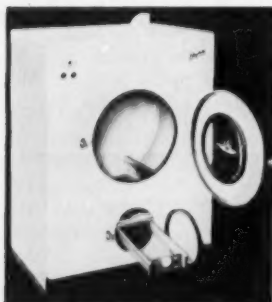
Delivery of the first 500 International Model RME-512 multistop delivery trucks with specially designed 12-foot bodies, purchased by Railway Express Agency, Inc., has been announced by R. M. Buzard, manager of sales for International Harvester Company, 180 N. Michigan Ave., Chicago.

The new units—chassis and bodies—are being custom-built at the Metropolitan Body Company, Harvester subsidiary operation in Bridgeport, Conn. The vehicles have 500-cubic-foot capacities, 68½-inch roll-up-type rear doors, extra wide

sliding side doors and inside body height of 80 inches for adequate walk-in clearance. An all-steel partition, with grated area behind the driver's seat, separates the truck's cargo and cabin compartments. The trucks are equipped with dome lights in cab and load area, have adjustable bucket-type driver's seat and provide greater visibility.

The new Internationals are rated at 11,000 pounds gross vehicle weight, are powered by International Silver Diamond 220 engines and have four-speed transmissions.

Ace Introduces New Automatic Drier



The latest model D14 (14-pound dry weight capacity) commercial automatic drier developed by Ace Cabinet Corporation, New Bedford, Mass., has a new type of latch on the lint-drawer door and is provided with an extra indicating lamp that warns the operator not to use the machine if the gas pilot light goes out.

The unit also features an improved modulating-type temperature controller, adjustable up to 200 degrees, which is said to prevent scorching.

The model D14 is designed to dry four loads of clothes in the time it takes to dry one in a domestic-type drier. It is equipped with safety devices, including automatic gas shut-off when the door is opened or if the pilot flame goes out. It also has an adjustable time control to stop action automatically at the end of the desired cycle. The heavy door provides a full view of the drying operation.

This new unit operates on manufactured, natural, mixed or L. P. bottled gas. Input is 70,000 B.t.u. per hour. It requires a ¾-inch IPS supply line minimum. Driers of 21-, 28- and 35-pound capacity are

also manufactured by Ace Cabinet Corporation, New Bedford, Mass.

Air Trap Bulletin

A new 4-page bulletin has been published describing the methods of selecting and installing Armstrong Air Traps for automatic drainage of water from compressed air inter-coolers, after-coolers, receivers, separators and drip points. Removing water from compressed-air systems prevents it from washing lubricant out of air tools and prevents moisture contamination at point of use.

Also shown in the bulletin are detail drawings, physical data and list prices of Armstrong ball-float, inverted-bucket and snap-action air traps. The bulletin may be had by writing for Bulletin No. 2022, Armstrong Machine Works, Three Rivers, Mich.

Milnor Water Softener

A new Milnor Hi-Flo water softener has been developed by Pellerin Milnor Corporation, 8000 Edinburgh St., New Orleans, La.

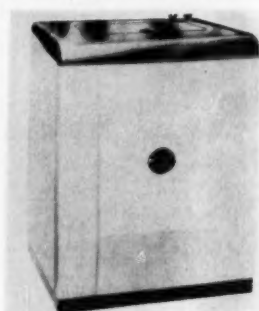
The company reports that the new water softeners have been designed with liberal over capacities and with an eye to simplicity for convenient plant operation and maintenance. Savings in washroom costs and quality of work are outlined by the manufacturer, who points out that soft water in the washroom is frequently the key to better customer satisfaction and bigger plant profits.

"The addition of Milnor Hi-Flo water softeners to our present line of Milnor washers, Miltrol console units and extractors is in line with the Milnor policy to expand our offerings to better serve the wash-

room requirements of our industry," said Norvin L. Pellerin, president of the company.

Milnor Hi-Flo water softeners are available from franchised Milnor dealers.

New Speed Queen Washer

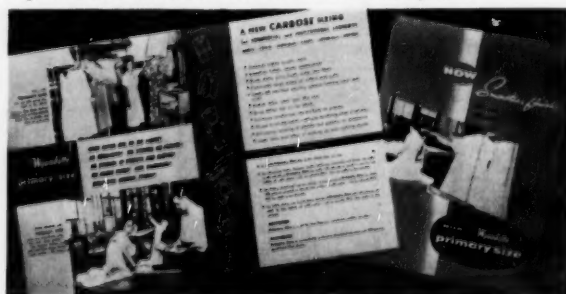


The new 9-pound dry-weight-capacity model A15-D Speed Queen commercial automatic washer is now available for use in neighborhood, drive-in and quick-service laundries as well as small motels and institutions.

This washer features stainless-steel top, lid and bowl-tub with tangle-proof aluminum or plastic agitator, optional, and an automatic sediment ejector. Temperature control for warm or hot water is designed to provide complete flexibility in washing. Clothes are given three spray rinses including thorough deep rinse to overflow scum and dirt into the drain. After washing, the water is extracted by high-speed spinning of the tub at 625 r.p.m. Made with fluid extraction drive, the unit is completely automatic and shuts off at the end of the damp-dry cycle.

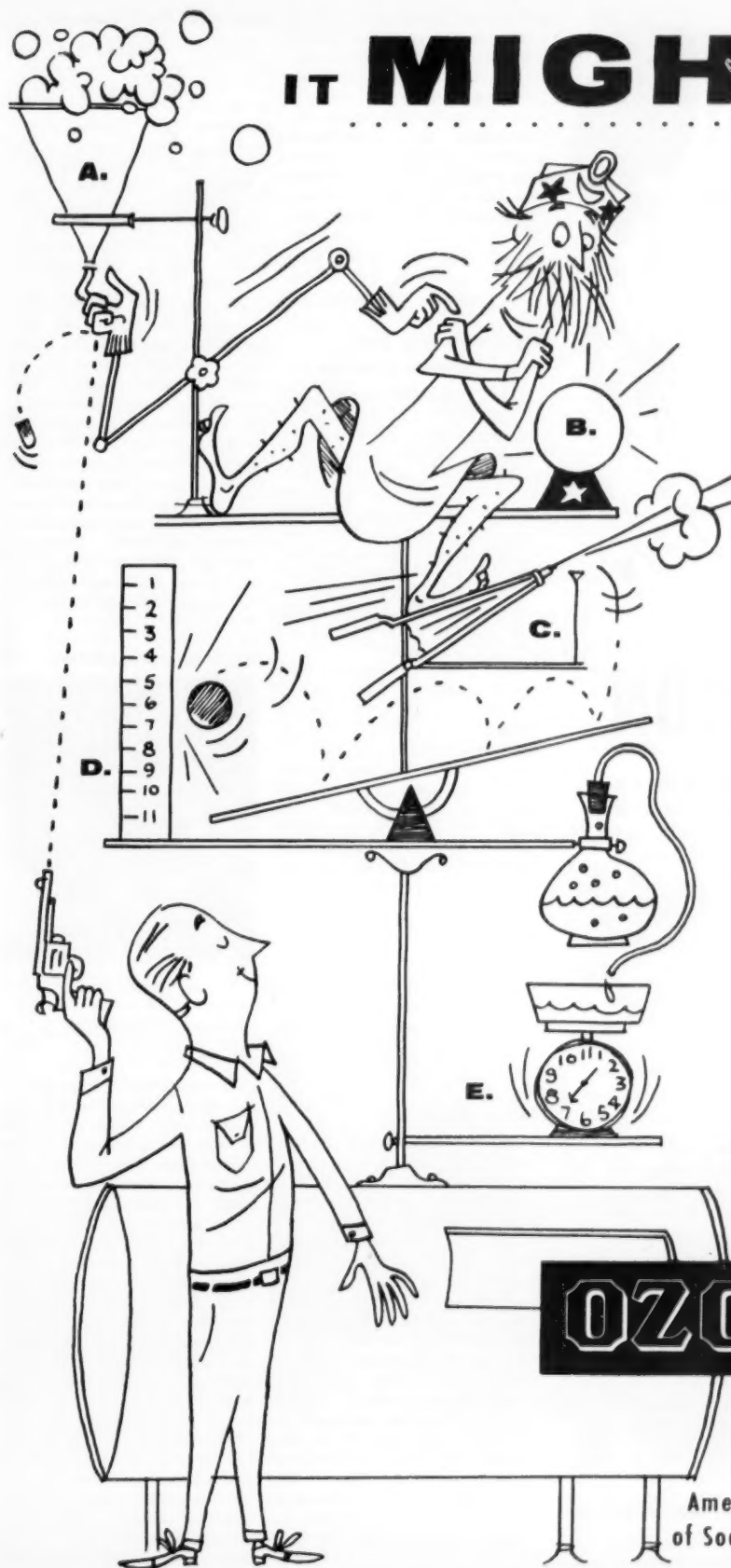
Further information is available from Ironer Division of Speed Queen Corporation, Algonquin, Ill.

Wyandotte Publishes New Folder on Primary Size



Complete information on Wyandotte Chemicals Corporation's newest product, Wyandotte Primary Size, is now available in a new folder from Wyandotte jobbers and repre-

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Textile Division
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representatives. Designated Form 2191, the four-page folder was designed to tell laundry operators how to increase customer satisfaction.

The new Carbose sizing for commercial and institutional laundries is designed to eliminate cooking, increase production and give shirts and wearing apparel a fresh smooth feel. The product is packed in 80-pound plywood and 225-pound, open-head fiber drums.

Elgin Introduces Free Water-Softener Checkup

The Elgin-Refinite Division of Elgin Softener Corporation is offering a free water softener checkup service. Any zeolite water softener will be checked by a field engineer who will submit his findings to the owner in a Softener Efficiency Cost Analysis. This report will show in exact figures and percentages what kind of a job the equipment is doing and point out what to do in case of inefficient operation.

This checkup service was set up to improve operation of existing equipment to benefit present users and help promote the growth of the industry. According to a company survey, many operators are not generally aware that simple steps can be taken to increase soft-water output, cut regeneration and salt costs, protect and prolong equipment life and bring about other operational improvements.

Plantowners who wish to take advantage of this offer should request SECA Report 50694 from Elgin-Refinite Division of Elgin Softener Corporation, Elgin, Ill.

Sarco Steam Trap

A thermodynamic steam trap with only one moving part—the valve head, which is a solid heat-treated stainless-steel disc—has been introduced by Sarco Co., Inc. In this new trap the kinetic energy of steam closes the valve. The manufacturer's claim of trouble-free operation is based on the fact that the new operating principle permits a simple design free of the usual valve mechanisms, devices, fragile parts and narrow channels.

Further information is contained in Sarco Thermodynamic Steam Trap Bulletin No. 255, published by Sarco Co., Inc., Department P, Empire State Building, New York 1, N. Y.

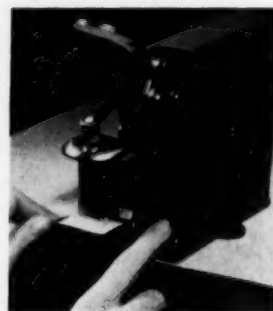
Metalweld Developments

The MW Protective Coatings Division of Metalweld, Inc., has developed a method of restoring the surface of aluminum press bucks damaged by constant contact with zippers, buttons and grippers. A hard nonrusting alloy is applied to the press buck and ground to a smooth finish to provide a hard, long-wearing surface said to resist pitting and denting.

Through the use of the company's hot-water-tank lining, MW Plasticote, leaky tanks can be reconditioned within 24 hours and at little expense. The new lining is said to eliminate the rusty-water problem and to prolong the life of tanks and generators by protecting them against further corrosion.

Further information on these processes can be obtained by writing to MW Protective Coatings Division, Metalweld, Inc., Scotts Lane and Abbottsford Ave., Philadelphia 29, Pa.

Tag Stapler Introduced



A semi-automatic general-purpose stapler has been developed by Pittsburgh Tag Co., 1120 Galveston Ave., Pittsburgh 33, Pa.

The simplified mechanism of the Arma-Matic stapler is activated by a heavy coiled spring which is cocked by depressing a lever. This device operates a standard Ace Pilot stapler. The heavy-duty spring is designed to suit the Arma-Matic for light and heavy stapling, including routine office work, thick reports and bulletins, folders, textiles, packaging bags and tagging clothes. The user can hold the objects to be stapled with both hands while setting off the trigger with a touch of the right thumb or forefinger.

The stapler's cast-iron base can be screwed to a desk, if desired, with the machine extending 2¼ inches from the edge for stapling cumbersome objects. A ledge is provided for tags up to 1½ inches so that

tagging and stapling can be combined in one operation. The Arma-Matic is designed to meet all government specifications.

Newhouse Offers Lindy Pen



The Newhouse Company, 3827 San Fernando Rd., Glendale, Calif., has introduced the Lindy marking pen. E. J. Newhouse, president of the company, reports that this new product has several unique features.

Approved by the Bing Crosby Research Foundation, the pen is 7 inches long and has a specially designed ball point that makes a smooth strong mark. The ink meets U. S. Government specification No. TT-1-562. According to Mr. Newhouse, the Lindy is the only pen of its kind sold on a money-back guarantee, and it was tried and tested by hundreds of drycleaning plant and laundry operators before it was placed on the market. It is designed to write more than 100,000 words and is available in a counter model with a 24-inch chain.

The Newhouse Company is the sole national distributor of the Lindy pen to the laundry and drycleaning industry. It is available through all Newhouse jobbers.

Permacel Introduces Line Of Heat-Sealing Tapes

Cotton-cloth heat-sealing tapes have been added to the Permacel Tape Corporation's line of industrial self-sticking tapes, according to an announcement by G. A. Fitzgerald, general sales manager of the New Brunswick, N. J., company.

The success of the company's hot-iron patches has led to the introduction of the new line for use by commercial laundries, textile and rug manufacturers. The new products are thermoplastic-coated cloth tapes for permanently splicing and reinforcing cloth, paper, leather and similar materials. Normally applied in 5 to 10 seconds with a hot iron, the tapes are said to withstand immersion in water and commonly used solvents and exposure to temperatures up to

250 degrees without materially affecting the seal.

Permacel 500 cotton-cloth heat-sealing tape is available in white, navy, brown, red, light blue, pink, yellow, forest green, maroon, tan and gray for general industrial use. Permacel 501 L is especially prepared in white only for hospitals, hotels, institutions and commercial laundries.

New Diamond Bulletin

Removal of stains commonly encountered in commercial and institutional laundry practice and plant-proved methods for handling this work are the subject of the latest issue (October-November-December) of the *Diamond Washroom Digest*, technical service bulletin published quarterly by Diamond Alkali Company.

The 16-page booklet calls attention to fiber and color considerations involved in removing stains and discusses how the more common properties of natural and synthetic fibers affect their behavior toward stain-removing chemical reagents. Five common methods of stain removal are reviewed with the principal advantages and limitations of each technique.

Copies of the bulletin are available on request from Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio. Ask for Vol. 2 No. 4 of the *Diamond Washroom Digest*.

Risdon Snap Fixers



A pair of simple tools designed to tighten or attach large or small snap fasteners has been introduced by The Risdon Manufacturing Co., Naugatuck, Conn. The metal "fixers," one for large and one for small snaps, are packaged on a card that has detailed and illustrated how-to-do-it instructions.

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**NEW
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**25 POUNDS
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Only Laundrite Washer gives you so much action where it means the most. The washing cylinder revolves 36 times a minute! And it reverses 4 times a minute! This thorough washing action produces the cleanest wash you've ever

handed to a customer. And this extra-fast washing turns out 2 full loads every hour.

Laundrite's most efficient "lift-and-drop" action comes from extra-high lifting ribs. 4 ribs — each 4½ inches high — assure release of soil. The exclusive Laundrite design produces the best possible quality on heavily soiled linens and work clothing. Yet it's gentle with the most delicate fabrics.

Laundrite is fully automatic. It's compactly designed to put every foot of floor space to work. And it's styled for "customer appeal."

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New Warehouse Completed by Colgate-Palmolive



Colgate-Palmolive Company recently opened its new soap warehouse in Jersey City, N. J. Formal dedication of the building was made at a luncheon before a gathering of the company's officers and board of directors, food industry executives and a number of business and civic leaders.

Edward H. Little, chairman of the board, who was introduced by Joseph H. McConnell, president, and Mayor Bernard J. Berry of Jersey City delivered addresses. Mr. Little hailed the opening of the warehouse as a "symbol of the in-

dustrial vitality of a great and growing nation."

At the speakers' table were: Mr. Little; Mr. McConnell; Charles S. Pearce and S. Bayard Colgate, honorary chairmen; William L. Sims, II, executive vice-president and director; H. Walter Reynolds, vice-president and director; Frederic H. Brandt, Henry A. Colgate, John K. Colgate, James A. Coulter, Walter G. Dunnington, William B. Johnson and Herbert O. Peet, directors, Mayor Berry and a group of business and civic officials.

Divisional Sales Manager Appointed by Yarway



JOHN A. STEER

Yarnall-Waring Company, Philadelphia, has appointed John A. Steer manager of its Boiler Trim Division with headquarters in Philadelphia. Mr. Steer was formerly sales manager of the company's Philadelphia and New York districts.

A graduate of the British Naval School of Technology, Mr. Steer has served various manufacturers as draftsman, designer, service engineer and sales engineer. He has been a member of the Philadelphia and New York Engineers' Clubs, and the New York Machinery and Metals Export Club.

Solvay Names Three

Three appointments in the sales department of Solvay Process Division, Allied Chemical & Dye Corporation, have been announced by H. F. Merritt, vice-president.

Advanced to the post of manager of their respective departments are: R. B. Anthony, Special Alkalies Section; F. P. Boehm, Ammonium and Potassium Products Section, and H. R. Smith, Calcium Chloride Section.

Mr. Anthony joined Solvay

in 1928 as a salesman. Assigned to the Boston branch, he worked in that territory until his appointment in 1953 as assistant manager of the department he now heads.

After joining Solvay in 1939, Mr. Boehm left to serve with the Navy in World War II. He returned in 1946 to Solvay's technical service department and was appointed assistant manager of the Ammonium and Potassium Products Section in 1953.

Mr. Smith joined Solvay's technical service department at Syracuse in 1936. He was transferred to the sales department in 1941, performing field engineering and promotional work in connection with calcium chloride sales until his present appointment.

Divco Names Muma

R. A. Long, president of Divco Corporation, Detroit, has been granted a leave of absence by the board of directors because of ill health. George E. Muma, formerly vice-president in charge of manufacturing, has been appointed acting president.

Wyandotte Adds Six to Sales-Service Staff



Carl S. Whitcomb, Howard J. Babbitt and John Jorgenson



Thomas W. Tilton, Paul S. Chamberlin, Peter E. Cooper

W. B. Appleby, manager of the laundry and textile department of Wyandotte Chemicals Corporation, Wyandotte, Mich., has announced the addition of the following sales-service representatives:

Carl Stuart Whitcomb, for the past three years plant superintendent for a Buffalo, N. Y., laundry, will cover the Buffalo area. He has been active in the laundry and industrial chemical industries since 1946.

Super Laundry Machinery Announces Staff Changes

Super Laundry Machinery Co., Division of St. Joe Machines, Inc., St. Joseph, Mich., has appointed G. F. Fillbrandt general sales manager. He will be in charge of all sales for St. Joe Machines, Inc., and its operating subsidiaries, Super Laundry Machinery Co. and Electrend Products Corporation.

E. Y. Stowell is the new manager in charge of sales for Super Laundry Machinery Co. He has been in the laundry industry for 25 years, gaining experience that will help Super's customers and distributors.

Electrend Products Corporation, Box 210, St. Joseph, Mich., manufactures Electrend forced-air heating systems, using electricity as fuel. These units are particularly suited for heating washrooms and offices in laundries, according to the manufacturer. In the latter case, they are desirable for laundryowners in the evenings and weekends to eliminate expensive operation of the steam heating system for a short period of time.

Named to the Albany, N. Y., area is Howard J. Babbitt, who has had seven years of plant experience and who for the past five years has sold a specialty textile product to laundries in New York and New England.

John Jorgenson has been appointed to the Chicago territory, working under the direction of Howard Hastedt, Wyandotte Chicago manager. Mr. Jorgenson was recently associated with a manufacturer



Fewer spent bucks with
"JOMAC[®] 54"
 SCORCH-RESISTANT PADDING



Jomac 54 offers you two very real savings. It saves you money, because it cuts downtime 75% . . . cuts press padding costs from 25% to 40%. Jomac 54 saves your customers, because it makes possible a better-quality laundering job, free from wrinkles, broken buttons, or crow's-feet.

Jomac 54 cuts economically because it's a full 54 inches wide—fits any size buck. It's made of resilient, porous Jomac Cloth, a twisted loop-

pile fabric that permits steam to flow through evenly, resists scorching, is highly absorbent, and won't pack down. It is an exclusive product of Jomac Inc., and is sold by leading laundry distributors everywhere. Ask for the name of your nearest Jomac laundry supplier.

FREE. A set of Jomac Press Padding covers for collar or cuff unit. Send us a paper pattern, plus the make and model of your press. Jomac Inc., Philadelphia 38, Pa. Dept. 1.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES

The BEST is
Always a BARGAIN

Lane Style 69LC

ELEVATED TRUCK
(With Flap)



For a light, strong truck especially designed for handling damp or starched work prior to finishing, insist on the Lane Style 69LC (with flap). The tough plasticized body, built over a strong, resilient frame, will give low-cost, dependable service because of these exclusive Lane features:

- Strong Lane duck, impregnated with Vinyl plastic forms waterproof body and oversize flap. Flap tucks in all around to keep in moisture.
- Light, resilient frame of special spring steel provides resistance to permanent bending.
- Large (3" diameter) wheels of solid rubber moulded on bronze have self-lubricating bearings, ball bearing swivels.
- Standard Inside Dimensions: 30" long, 18" wide, 16" deep. Total height, 36", brings rim of box to press level.

To be sure of the best,
INSIST ON **LANE Style 69LC**
Elevated Truck with Flap

Canvas Basket Craftsmen Since 1894

Lane



W. T. Lane & Bros., Inc., Poughkeepsie, New York

of laundry and drycleaning machinery.

Formerly manager and superintendent of plants in Alabama, New York, and Memphis, Tenn., Thomas W. Tilton will cover the Memphis area.

Paul S. Chamberlin, who has been appointed to St. Louis, has 13 years of practical laundry background, including 7 years of industrial laundering experience.

The new San Francisco representative is Peter E. Cooper. Mr. Cooper has had practical plant experience and helped field-test several Wyandotte products while working for a linen supply company.

Street's Honors Kasson



C. B. KASSON

American Names Neu, Wise



CLARENCE W. NEU

The appointment of Clarence W. Neu as Southern sales manager of The American Laundry Machinery Company, Cincinnati, has been announced by Raymond Anthony, general sales manager. Named to Mr. Neu's previous post as assistant Southern sales manager was Frederick H. C. Wise.

Mr. Neu joined the company in 1940 as assistant manager of the field engineering department in Cincinnati. From 1943 to 1944 he worked on special assignment for The American Laundry Machinery Company in the Chemical Warfare Service. In September 1944 Mr. Neu was appointed a salesman with territory including Tennessee and parts of Kentucky and Virginia. He served in this capacity until January 1, 1954, when he was appointed assistant Southern sales manager.

Mr. Wise, who joined the company in 1926, has served as billing clerk, sales desk correspondent, manager of the collection department and cashier and credit manager. In 1951 he was named office manager of the Southern sales division.

R. R. Street & Co. Inc., Chicago, recently honored C. B. Kasson for his 20 years of service to the drycleaning industry. To mark his achievement, Paul V. Warren, president of the company, presented Mr. Kasson with a 20-year lapel pin. Before he joined Street's in 1934 as a field technician, Mr. Kasson was manager of the NID drycleaning plant in Silver Spring, Md. He served with the company as Northeastern sales representative until his enlistment in the Air Force of the U. S. Navy in 1942. After the war he returned to Street's as sales manager, and in 1952 was elected vice-president in charge of sales.

Atlas Appoints Anderson

David C. Anderson has been named to the post of sales representative for Revolite laundry roll covers in Michigan, Indiana and western Ohio, according to an announcement by William A. Michie, sales manager of the Revolite Division, Atlas Powder Company, Wilmington, Del. Mr. Anderson succeeds John H. Hartley, who has left the company.

Luther W. Carpenter will continue as assistant sales representative in Indiana and western Ohio.

Landau Reports From Britain

Morris Landau, president of Cummings-Landau Laundry Machinery Company, Inc., Brooklyn, N. Y., made a tour of Europe this past summer. While attending the London laundry exhibition, he ran across the following item in a British magazine:

"I own all the latest laundry aids—washing machine, rubber wringer and steam iron. My

neighbor has none of these things. Every Monday, she dumps all her laundry into the bath, adds water and soap, then removes her shoes and stockings and dances up and down on the dirty clothes, chanting 'John Peel.' And darn it, her sheets and pillowcases are every bit as clean as mine!"—Mrs. M. D. G., London.

According to Mr. Landau, the moral of the story seems to be: Better send it to the laundry and save not only money but also wear and tear on feet and vocal chords.

Jomac Holds Annual Sales Meeting



How its new advertising program can improve customer service was the theme of the annual four-day sales meeting of Jomac Inc., Philadelphia. The company has increased its advertising program to the largest in its history.

The new program aims to: provide informative advertising; keep salesmen completely informed on all Jomac products; give high product quality, and continue new products development to meet customers' needs. One purpose of the advertising is to save time for both the buyer and the salesman by giving the prospect information on Jomac products in advance of the salesman's call. Jomac's public relations will be beamed primarily to employees, emphasizing the importance of every job in improved service to customers.

At the meeting, Howard Eldridge, Jomac sales manager, explained the program of the Research Institute of America, which has been adopted by Jomac. In the photo above, Russell K. Carter, partner of Gray & Rogers, advertising agency, explains to salesmen and executives how the new advertising program will benefit customers.

Cleveland Suds Club Celebrates Twentieth Year



Present members and past presidents of the Suds Club of Cleveland got together recently to celebrate the club's twentieth anniversary. The club was organized to assist and serve customer organizations and industries.

Seated, left to right, are Past Presidents W. H. Stone of Bill Stone Equipment Co.; William H. Berwick of Wm. H. Berwick Co.; J. N. Frazee of Carman Supply Co.; Current President Ray A. Bevington of the Davies-Young Soap Co.; Past Presidents R. W. Johnson of Cowles Chemical Co.; J. C. Griffith of The American Laundry Machinery Co.; Charles E. Campbell of H. Kohnstamm & Co., Inc. Past presidents not shown in the photo are Harvey Troxell of The American Laundry Machinery Co. and Fred

Troxell of Wyandotte Chemicals Corp.

Standing, left to right, are the following members: Owen P. Campbell of Tingle, Brown & Co., treasurer; R. H. Miller, Sterling Tag Co.; C. A. Gault, Anderson-Prichard Oil Corp.; James Noonan, Huron Milling Co.; Glenn Anderson, Hubbs & Howe Co.; William C. Largent and J. B. Berg of Mathco Chemical Co.; R. Borchert, Swift & Co.; Charles Fredricks, Hoffman Laundry & Dry Cleaning Machinery Co., Inc.; John S. Nagy, H. Kohnstamm & Co.; I. Brooks, B. M. S. Laundry Machinery Co.; Jack Wisner, The Prosperity Co. Members not shown include Clyde E. Herbold, R. R. Street & Co. Inc.; W. V. Johnson, Diamond Alkali Co.; Richard G. Phelps, Key-Tag

Now...

invisible
marking
at low
investment



The world's only method of invisible marking, National's FANTOM-FAST, now has an offspring... The Fantom-Bantam unit! Ideal for shirt identification and bachelor bundles, a must for the small laundry. Manually operated; contains 6 type wheels, each with full alphabet and numerals 0 to 9. Characters about twice as big as regular black ink marks. Every plant has its own symbol.

Write
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bulletin.

THE **National** MARKING MACHINE
COMPANY

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DARN IT!



An all purpose mending unit for repairing

Shirts • Socks
Towels • Coats
Aprons • Linens
and Laundry Nets

**Electrically operated
Easy to use—reasonably priced**

Write for Details

CHANDLER MACHINE CO.

P. O. Box 426

Ayer—Mass.

**DANDUX
BASKETS &
TRUCKS...**

carry a bigger payload
... Tests show that 2½
bu. basket will hold over
2000 pounds of dead
weight.



C. R. DANIELS, INC.



DANIELS, MARYLAND

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New York 6, N.Y. Chicago 6, Ill.

Camelforms

CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found
CAMELFORMS the • Most economical • Most practical •
Quickest set-up method for laundry packaging.
Your cost will be about one-half of what it is with any
other method of packaging. Write for samples and prices.
WRITE DEPT. A-11

Campbell

BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

Checking System; H. I. Rothman, B. M. S. Laundry Machinery Co.; L. C. Smalley, Fry Brothers Co., and Ed A. Zurlinden of Carman Supply Co.

Callaway Appoints Murchie



MELVIN D. MURCHIE

Cotton Chemical Treatment

The first pilot plant for the cyanoethylation of cotton has been opened in Rossville, Ga., according to an announcement by the Institute of Textile Technology. The process of cyanoethylation modifies cotton by reaction with a chemical called acrylonitrile to produce a new textile material.

Located at the national plant of Standard-Coosa-Thatcher Company, the pilot plant is the result of intensive work by the I. T. T. research center in Charlottesville, Va., and American Cyanamid Company on equipment design and process development for the chemical modification of cotton.

According to laboratory tests, cyanoethylated cotton showed improved rot resistance, heat resistance, abrasion resistance, chemical resistance, dye receptivity, electrical insulation and yarn and fabric strength. Among proposed end uses for the new textile is laundry press covers.

R. D. Williams, Jr., president of Callaway Mills, Inc., New York City, has announced the appointment of Melvin D. Murchie as representative for the Laundry Textile Division of the company. His territory will include northern California, the Pacific Northwest and the northern Mountain states. According to Mr. Williams' announcement, Mr. Murchie has had extensive experience in all phases of the laundry industry, both operational and sales.

Carload of Advertising Featured by Unipress



The Unipress Company, Minneapolis, took this means of calling attention to the full carload shipment of Unipress trouser units to Howard Boazman, owner of Industrial Towel Company, Dallas, Tex. Personally supervising the start of the shipment is A. J. Kwakernaat, vice-president of Unipress.

The large order, which followed Industrial's purchase of one unit three months before, was handled by Hugh G. Henderson Company, Dallas, Tex., a Unipress distributor.

Each of the trouser units in this shipment consisted of one model C-42 and two model 1436. With the C-42, two pairs of trousers are legged at one time, and with the 1436 two

pairs are topped at one time. This combination of three machines is designed to give a balanced operation and to handle six pairs of trousers on the three presses at all times.

Diamond Staff Changes

Three key men of Diamond Alkali Company, Cleveland, have been appointed to top positions at the company's Muscle Shoals (Ala.) plant, it was announced by A. H. Ingley, vice-president of manufacturing.

Steve Puschaver, the new plant manager, was formerly general superintendent of the chlorine plant at the company's Painesville (Ohio) works. Taking over the post of



FOR

FASTER

SAFER • AUTOMATIC • TROUBLE-FREE DRYING



Model D-14
LARGER MODELS AVAILABLE

ACE *Dryrite*

AUTOMATIC DRYER

- Four times the capacity of domestic models!
- Has every automatic safety device!
- Rugged drive mechanism for foolproof operation!
- All functions are 100% automatic!
- Available for gas or steam heat.

The ACE Dryrite is built to handle MORE customer loads in LESS time . . . for BIGGER PROFITS!

Distributor Inquiries Invited. Write for catalog.

ACE CABINET CORP.

NEW BEDFORD, MASS.

Originators and Pioneers of Commercial Type Cabinet Dryers

assistant plant manager is J. R. Horacek, former superintendent of power at Painesville. John W. Whittleman is being transferred from the company's

Houston (Tex.) Deer Park plant, where he served as staff assistant in personnel, to be personnel manager at Muscle Shoals.

Successful Open House Reported by Detrex



Detrex regional representative Richard Thiery explains the cleaning basket of a Monarch washer to plantowners at Forest French Cleaners, Cleveland. This tour was one of three sponsored by Bill Stone Equipment Company, Detrex distributor.

Tabulation of reports shows that hundreds of plantowners accepted the invitation extended by Detrex equipment distributors to attend one of the 51 open houses held simultaneously across the country on Sunday, September 26.

Called the "Detrex Nationwide Open House," the project permitted distributors to give actual operating plant demon-

strations of the Detrex two-bath process to prospective customers. The idea originated, according to H. R. Norgren, general sales manager for the Detrex Drycleaning Division, when plantowners started to hold informal meetings to demonstrate their machines to friends. "All that had to be done was to organize this spontaneous interest for our distrib-

utors. The result was our Nationwide Open House idea."

The first open house was held in 33 cities in 1953. Expanded this year to 51 localities and sponsored by 30 distributors, the second open house meant that almost every drycleaner in the country was only a short drive from a plant demonstration.

ALD Names Three

Arnold McCarley has been appointed manager of Districts 4 and 5 of ALD, Inc., consisting of 14 Midwest states with headquarters in Chicago. Mr. McCarley was formerly the sales manager of the company's Pacific Coast district, with headquarters in Los Angeles.

Working with Mr. McCarley will be George Goulette, sales manager for the area west of Chicago to the western borders of North and South Dakota and Nebraska, and Price Shoemaker, sales manager of the area generally east of Chicago, including the western third of Pennsylvania, West Virginia and Kentucky.

Combining these two sales areas into a district has become

necessary because of the company's normal growth, according to Frank E. Ross, ALD executive vice-president.

Strasshofer Joins Stone



R. H. STRASSHOFER

W. H. Stone, president of Bill Stone Equipment Company, Cleveland, has appointed R. H. Strasshofer general sales manager. Known as "Strassy" to his friends in the industry, Mr. Strasshofer operated Universal Cleaning Company in Cleveland until 1943. From 1944 to 1954 he served as sales pro-

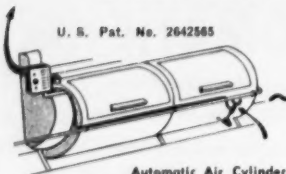


FORMULA CONTROLS INCREASE PRODUCTION IN YOUR WASHROOM

BY 33 1/3 %

**WITH YOUR PRESENT
EQUIPMENT
NO INCREASE IN
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* No guessing, no repeats, no skipped operations. With Formula Control. Audible and visible signals command operator-attention. After each operation Formula Control automatically opens the dump valve, closes it again, before refill. Washman merely resets the Control according to your formula.



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Automatic Air Cylinder

**EASILY & QUICKLY
INSTALLED BY YOUR
MAINTENANCE MAN**

Only \$165 Complete

F.O.B. CHICAGO

AIR FILTER, AIR CYLINDER & FITTINGS INCLUDED

WRITE FOR DESCRIPTIVE LITERATURE

FORMULA CONTROLS, Inc.

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"... within man's power"

This year is the 50th anniversary of the organization fight against T B in our country. In these years the T B death rate has been cut 90 percent, yet T B

still strikes every five minutes.

It is within man's power to eradicate tuberculosis. When you buy Christmas Seals to support your tuberculosis association, you help make this possible.



**BUY
CHRISTMAS SEALS**

motion manager for the Wilbert Miller Company. Mr. Strasshofer is a graduate of Western Reserve University and has had experience in advertising, merchandising, plant layout and plant management.

Hoffman Production Program

The U. S. Hoffman Machinery Corporation has announced through its president, Hyman Marcus, that henceforth all production of Hoffman presses, drycleaning machinery and laundry equipment will be centered in Wilkes-Barre, Pa. According to Mr. Marcus, this marks the most important improvement of production activity in the 49-year-old history of the company.

"The new operation," Mr. Marcus declared, "will enable the U. S. Hoffman Machinery Corporation to add many new products to those already established in the five present divisions of the corporation. We will thus be able to branch out into other industries not now served by Hoffman." He added that the Thompson Road factories and foundry in Syracuse, N. Y., will continue to operate at their present locations.

The major reasons for the new production program in Wilkes-Barre are the nearby sources of supply for raw materials, a more convenient location for distribution of finished products and improved production facilities in general.

Mr. Marcus also revealed that none of the other U. S. Hoffman plants in this country

or abroad will be affected. The company maintains other plants in Solway, Auburn and Poughkeepsie, N. Y., and Scranton, Pa., as well as Argentina, Canada, Germany, Switzerland, Holland, Belgium, France, Sweden, Union of South Africa and Cuba. The main office is at 105 Fourth Ave., New York City.

Rudenberg Appointed By Carman-Conley



WALLACE RUDENBERG

C. R. Conley has announced that Wallace Rudenberg has joined Carman-Conley, Inc., Chicago, and will call on drycleaners and launderers in Chicago and its suburbs. Mr. Rudenberg was formerly associated with Carman Sterne Maley Company. His background and experience in the

industry, Mr. Conley reports, will serve him well in his new post.

Millionth Yarway Impulse Steam Trap



The Yarnall-Waring Company, Philadelphia, has produced its one-millionth Yarway impulse steam trap. To commemorate the event, Yarway is packaging 100 of these traps in gold bags and including them at random in regular shipments. Recipients of these traps will receive special prizes.

In the photo above Ernest Williams (right), foreman of the steam-trap department, shows the millionth trap to (left to right) B. G. Waring, D. Robert Yarnall and John F. McKee.

Introduced in 1935, the impulse steam trap was invented by Mr. McKee, Yarway research engineer. For this invention he

was awarded a certificate of merit by Philadelphia's Franklin Institute in 1952. Continued research and development have led to additional variations of the trap for extra-high capacities, small condensate loads and extra-high-pressure trapping. In 1949, a major improvement was the adoption of stainless steel for Yarrow steam-trap bodies.

New Memphis Branch for Atlanta Distributing



GIL COX

Atlanta Distributing Company, Atlanta Ga., and Pel-lerin Milnor Corporation of

New Orleans have opened a branch office at 467-9 N. Second St., Memphis, Tenn., according to an announcement by John Davenport and W. B. Green, partners of Atlanta Distributing. Equipment, parts and service for Unipress, Hoffman and Milnor lines will be available from both the Atlanta and Memphis offices of the company.

The district manager at the Memphis office is Gil Cox, who has served with a prominent equipment manufacturer for several years, and will work with plantowners in Tennessee, Arkansas and the surrounding territory. Salesmen from the Atlanta and Memphis offices will cover the states of Alabama, Tennessee, Arkansas, Georgia and South Carolina.

Wyandotte Opens New Plant on West Coast



The Los Nietos, Calif., plant of Wyandotte Chemicals Corporation, J. B. Ford Division, is now in production, according to an announcement by Ford Ballantyne, Jr., vice-president and general manager of the division. Located near Los Angeles, the plant is said to be one of the largest on the Pacific Coast for the production of specialized cleaning materials. The company's Los

Angeles district sales office and all of its Pacific Coast manufacturing operations have been moved to the new plant.

The new plant is equipped to produce liquid and powdered sanitary and maintenance cleaners, germicidal products and specialized cleansers for power laundering. It will also house facilities for Wyandotte's West Coast research and technical service staffs.

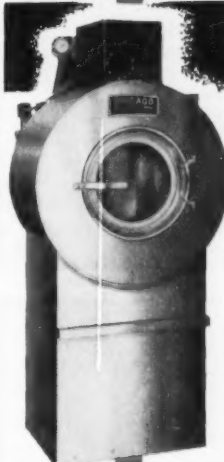
Obituaries

John Henry Harwood, 49, president of Lewandos French Dyeing and Cleansing Co., Watertown, Massachusetts, and partner in George S. Harwood & Son, Worcester, died suddenly in his Watertown office.

Mr. Harwood was a member of the National Institute of Dry-cleaning, the Laundryowners' Bureau of Boston and the Massachusetts Laundryowners' Association. He was also treasurer of the Harvard Class of 1927 and the Dedham Country and Polo Club, former treasurer of the Country Day School of Newton and the Dedham Country Day School, a member of the

CHICAGO END-LOADING

WASHERS



For fast, economical washing with less labor!

SIZES AVAILABLE

30" x 15"	— 25 lb. Capacity
30" x 18"	— 35 lb. Capacity
36" x 18"	— 50 lb. Capacity
36" x 22"	— 60 lb. Capacity
42" x 26"	— 100 lb. Capacity

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- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH

INC. RED BANK NEW JERSEY

LAUNDRY MARKING PEN
used by
LEADING LAUNDRIES and DRY CLEANERS

STOP HUNTING FOR FUGITIVES AND STRAYS!

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. S, New York 1, N. Y.

39¢

329
6 1/2" LONG

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF Starchroom Laundry Journal, published monthly at Lancaster, Pa., for October 1, 1954.

State of New York } ss.
County of New York }

1. The names and addresses of the publisher, editor, managing editor and business manager are:

Publisher, The Reuben H. Donnelley Corporation, 304 East 45th St., New York 17, N. Y.
General Manager, Edward B. Wintersteen, 304 East 45th St., New York 17, N. Y.
Editor, James A. Barnes, 304 E. 45th St., New York 17, N. Y.
Managing Editor, Miss Galina Terr, 304 E. 45th St., New York 17, N. Y.
Business Manager, John J. Martin, 304 E. 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)

The Reuben H. Donnelley Corp., 304 East 45th St., New York 17, N. Y.
Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.
The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr., as Trustees under agreement dated January 24, 1946 with Thorne Donnelley, Chicago, Illinois.
First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.
Thomas E. Donnelley, Chicago, Illinois.
Curtis E. Frank, Bronxville, N. Y.
David L. Harrington, Flossmoor, Illinois.
Harold P. Harper, Kensington, Md.
Harry W. Warner, Flossmoor, Illinois.
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.
Albert M. Andersen, Flossmoor, Illinois.

3. The known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,
(Signature of General Manager)

Sworn to and subscribed before me this 16th day of September, 1954.

ANNE L. DeMARINIS
Notary Public, State of New York
No. 41-0914700

Qualified in Queens County
(My commission expires March 30, 1955)

Certificates filed with New York, Bronx, and Kings County Clerks.
Term expires March 30, 1955.

Acoaxet Club, Harvard Club of Boston and the Boston Club of the Harvard Business School.

His wife, daughter, son, sister and two brothers survive.

John Felker, 62, president of the National Association of Institutional Laundry Managers and manager of the Laundry department of the Charity Hospital, New Orleans, Louisiana, died recently. Mr. Felker also served as laundry manager for the Southern Baptist Hospital and organized the New Orleans Institutional Laundry Managers Association, Sugar Bowl District, in 1939.

F. S. Galle, 70, former owner of the Progressive and Sunshine Laundries, Houston, Texas, died in San Antonio. Survivors are his wife and three sons.

Andrew P. Goldrick, 65, general manager of the Associated Laundry Owners of Greater St. Louis, died recently. Mr. Goldrick was the operator of the Grand Laundry Company in St. Louis until 1945. He was secretary-treasurer of Associated Cleaning and Laundry Services of Missouri, Inc., and secretary of the St. Louis 221 Club, whose membership consists of men in the laundry, cleaning, linen supply and allied trades fields. Mr. Goldrick is survived by his widow, a daughter, a brother and a sister.

Theodore A. Haschke, 56, director of sales of the Industrial Chemical Division of Stauffer Chemical Company, New York, passed away recently. He was also a director of Old Hickory Chemical Company, Old Hickory, Tennessee.

Mr. Haschke joined Stauffer in 1926 as a salesman and was named sales manager of the Eastern division in 1942, a post he held until his recent assignment as director of sales of industrial chemicals. He was a member of the Chemists' Club and the Salesmen's Association of the American Chemical Industry.

Surviving are his wife, his mother, a sister and seven brothers.

C. J. Miller, 76, partner in the Forrest Laundry, Philadelphia, died recently in Atlantic City. Until his retirement Mr. Miller was active in the Philadelphia Laundryowners Exchange, being one of its charter members. He was also a member of the Philadelphia Union League and a Mason.

His wife, daughter and two sons survive.

Tunis C. Schudel, 73, one of the three brothers who founded Schudel's, Inc., a laundry in Decatur, Illinois, died in Phoenix, Arizona. John, Bismark, and Tunis Schudel bought the Sanford Laundry in 1912 and operated the establishment as Schudel Brothers. Although Tunis Schudel was forced to give up some of his activities in 1939 because of ill health, he remained president of the organization. The company is managed by Fred S. Schudel, son of John Schudel, who is vice-president and treasurer.

Mr. Schudel leaves one daughter and two grandchildren, his brother, John, and two sisters.

Hugh W. Temple, Southwestern sales supervisor of the laundry and drycleaning products department of Pennsylvania Salt Manufacturing Company, Philadelphia, died after a year's illness. He had represented Pennsalt for the past 18 years. His wife and two children survive.

Gilbert Haller Turner, 48, director of industrial relations for The Timken Roller Bearing Company, Canton, Ohio, died recently. A Timken employee for 26 years, Mr. Turner handled the firm's labor negotiations since 1943.

Albert A. Cochran, 74, former owner of a Fort Worth, Texas, laundry, died after a five-month illness. His wife, four brothers and three sisters survive.

Mrs. Louise Baumann, 72, widow of the late Adolph Baumann, and part owner with him of Liberty (New York) Steam Laundry, died after a long illness. Surviving Mrs. Baumann are a daughter, a son and two sisters.

Convention Calendar

The Connecticut Launderers & Cleaners
Association, Inc.
Massachusetts Laundryowners Association
Hotel Statler
Hartford, Connecticut
December 3-4, 1954

Indiana Dry Cleaning and Laundering Institute
Claypoole Hotel
Indianapolis, Indiana
December 3-5, 1954

National Institute of Rug Cleaning
Statler Hotel
New York, New York
January 15-17, 1955

Canadian Research Institute of Launderers & Cleaners
Chateau Laurier Hotel
Ottawa, Canada
January 16-18, 1955

Louisiana Laundry & Cleaners Association
Virginia Hotel
Monroe, Louisiana
January 21-23, 1955

Minnesota Institute of Laundering and Cleaning, Inc.
Nicollet Hotel,
Minneapolis, Minnesota
January 29-30, 1955

North Carolina Association of Launderers and
Cleaners, Inc.
Washington-Duke Hotel
Durham, North Carolina
February 11-12, 1955

Mid-West Cleaners and Launderers
President Hotel
Kansas City, Missouri
February 17-19, 1955

American Institute of Laundering
Young Men's Conference
La Salle Hotel
Chicago, Illinois
March 1-2, 1955

National Institute of Drycleaning
Chicago, Illinois
March 3-6, 1955

New England Linen Supply Association
Hotel Somerset
Boston, Massachusetts
March 11-12, 1955

Texas Laundry and Dry Cleaning Association
Texas Hotel
Fort Worth, Texas
March 16-18, 1955

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LAUNDRIES and CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 9653-2

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 164th St., Jamaica 3, N. Y. Republic 9-3614. 473-2

ONE COMPLETE DRYCLEANING—LAUNDRY AND COLD STORAGE PLANT. Will sell reasonable. ADDRESS, Box 661, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and drycleaning plant in Southern California. Fastest growing section of U. S. Gross over \$230,000 year. Serve both summer and winter resorts, makes steady year-round business, good profit. Will sell all or lease buildings. Help finance. Wish to retire. ADDRESS, Box 701, STARCHROOM LAUNDRY JOURNAL. -2

A complete drycleaning, laundry, storage, rugs, etc., plant. Will sell very reasonable, doing about \$3,000 a week. Very good reputation. Please contact Mr. Kenyon Ricci if interested. Home phone: Pawcatuck, Conn. 4550; Business phone: Westerly, R. I.—Ashway 2266. Kenyon's Cleaning Co., Westerly, R. I. 724-2

To buy or sell laundry, drycleaning or rug cleaning plants in Illinois or any Midwest state, communicate with Paul Plotz & Co., Business Finance & Brokers, 176 West Adams, Chicago 3, Ill. 736-2

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

MISCELLANEOUS

SHIRT COLLARS. Complete \$3.75 dozen. COLLAR TOPS—easily attached like turning collar—only \$1.25 dozen, sizes 14 through 17. Ask for new 16-page illustrated catalog. Free. B. & G. LIEBERMAN, 94-14 37th Ave., Jackson Heights, N. Y. 681-8

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N.W. 2nd Ave., Miami 37, Fla. 407-10

REWEAVING

FOR GUARANTEED REWEAVING of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 426L Ave. A, Rochester 21, N. Y. 492-29

HELP WANTED

LAUNDRY SUPERINTENDENT—must be capable of taking charge of laundry department of a \$7,000 week plant in Indianapolis, Indiana. Would prefer a family man between 30 and 45 years of age who is a graduate of the American Institute of Laundering. The applicant should be familiar with the standard hour production system. Guaranteed salary with very substantial weekly bonuses for decreasing production costs, improving quality and increasing sales. This is a real chance for a man who is looking for more than just a guaranteed salary. Applicants must be prepared to take an aptitude test upon arrival in Indianapolis. Write or call Mr. Wm. B. Caldwell, Pilgrim Laundry, Inc., 2179 N. Illinois St., Indianapolis, Ind., for additional information. 723-7

Wanted: Working foreman to assist superintendent in medium-sized laundry and drycleaning plant. Prefer married, sober man who desires long-time connection with good opportunities with a good concern. Bright future. Experience and references necessary. Contact Tiffany Laundry and Dry Cleaners, Inc., Aberdeen, South Dakota. 723-7

Shirt Department Manager: A large drycleaning chain in metropolitan New York seeks a manager for its shirt department. The position offers a good future and salary up to \$7,500. Must have background and experience in large volume operations, modern laundering methods and supervision. Write full particulars and salary desired in first letter. ADDRESS, Box 573, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY AND DRYCLEANING PRODUCTION SUPERINTENDENT. Must be thoroughly experienced in laundry and sufficient knowledge of drycleaning to produce QUALITY WORK in both services. Medium-sized one-story plant in Maryland. In answering this AD please state your background, age, training and experience. ADDRESS, Box 704, STARCHROOM LAUNDRY JOURNAL. -7

Manager to take over complete management of laundry and drycleaning plant with yearly volume of \$125,000. Plant equipped to do \$200,000. Must be progressive, energetic and have complete knowledge of every phase of laundering and drycleaning. Guaranteed salary plus profit sharing or will sell you interest in the business and can pay for from profit sharing if you expect to hold the job. Do not reply unless you know the business and are capable for this operation. C. A. Stergios, 1362 N. Parkway, Memphis, Tenn. 706-7

SITUATIONS WANTED

32 YEARS LAUNDRY—5 YEARS DRYCLEANING EXPERIENCE. MANAGER, SUPERINTENDENT. GOOD PRODUCTION, QUALITY AND EMPLOYEE RELATIONS. COMMERCIAL, INSTITUTIONAL OR LINEN SUPPLY. A GOOD LAUNDRYMAN IS OPEN FOR POSITION. WILL GO ANYWHERE. ADDRESS, Box 727, STARCHROOM LAUNDRY JOURNAL. -5

Good quality and high-production manager with seventeen years experience in laundry, drycleaning and linen supply wants position in Northeast. A.I.L. graduate. Highest references. ADDRESS, Box 728, STARCHROOM LAUNDRY JOURNAL. -5

Manager-superintendent desires permanent connection with modern, progressive plant. Thoroughly experienced in all phases and systems. Can furnish highest recommendations. Knowledge of drycleaning and sales. Location secondary. Available December first. Apply Box 737, STARCHROOM LAUNDRY JOURNAL. -5

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DO YOUR OWN PLEATING with an EISINGER PLEATING OUTFIT. Pleats garments without the use of expensive equipment. Easy to operate. Write for details. FRANK EISINGER, 783 Southern Blvd., Dept. S., Bronx, New York 55, N. Y. 611-22

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REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted: 1—40 to 60 H.P. Scotch marine boiler. Must pass insurance inspection for 125# working pressure. Imperial Tailors, Minden, La. 697-3

3—USED NEW YORKER foot-operated shirt-sleeve presses. **ADDRESS,** Box 725, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted: 1—Tag-O-Letric marking machine, 1—Bishop laundry sorting reel, metal shirt-sorting bins, 4- or 6-bushel laundry canvas carts in clean good condition. Reply, Box 726, **STARCHROOM LAUNDRY JOURNAL.** -3

8-ROLL 120" FLATWORK IRONER IN FIRST-CLASS CONDITION. GIVE DETAILED DESCRIPTION. **ADDRESS,** Box 730, **STARCHROOM LAUNDRY JOURNAL.** -3

POWER PLANT EQUIPMENT FOR SALE

Boiler—100 H.P. Cleaver-Brooks, oil-fired, 150 pounds w.p., 7 years old. Schaub condensate return system. Two 250-gal. oil-storage tanks. 1000-gal. Ferguson-Kelly hot-water-storage type heater. Huebsch 36 x 30" open-end dry tumblers. 10- and 20-pound American Airway driers. 42 x 84", 42 x 72", 25 x 36", Monel laundry washers. 48", 30" and 28" extractors. National eight-character power-driven marking machine with 1/2" characters. Belt conveyor for lifting bundles from one floor to the next. This equipment is all 220 V, 60 cycles, 3 phase, and is in good condition. Modern Dry Cleaners & Launderers, 3112 Syracuse St., Cincinnati 6, Ohio. 699-36

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes; 1—New Steammaster 40 H.P. water tube oil-fired; 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

MACHINERY FOR SALE

22 x 25" CASCADE END-LOADING WASHER. Completely rebuilt, ready to ship. For fast handling of special go-backs, individual bundles. Monel tub and cylinder, motor-drive, 220-60-3 AC. The American Laundry Machinery Co., Cincinnati 12, Ohio. 712-4

American Notrux containers, also fit all other makes, 3 sets 54" for late type, 2 sets 54" for Perry type, 3 sets 50", 2 sets 48". All excellent condition, very reasonably priced. Must dispose in hurry. **ADDRESS,** Box 691, **STARCHROOM LAUNDRY JOURNAL.** -4

AMERICAN HY-LO BLANKET WASHER, 42 x 42" with Monel tub and cylinder, three "Y" pockets, 3 sliding cylinder doors, thermostatic mixing valve, water-level gauge, motor drive, 220-60-3 AC. Speed variation by gearshift level. In A-1 condition, yours at big saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 713-4

Fantom-Bantam, invisible marking machine, including 3 black-light tube fixtures and miscellaneous supplies, one year old, in excellent condition—\$300. Mr. Morton Cox, Packard Quick Service Laundry, 715 Packard St., Ann Arbor, Mich. 721-4

44 x 120" MASTER CASCADE WASHER. Thoroughly rebuilt, immediate shipment. Monel tub and cylinder, 3 vertical partitions, 4 doors with single-handle latches. Motor drive, 220-60-3 AC. A splendid machine at bargain price. The American Laundry Machinery Co., Cincinnati 12, Ohio. 714-4

Chicago gas-heated flatwork ironer, return apron 100", reasonable. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, N. Y., Belle Harbor 5-3229, night phone SH 5-6410. 729-4

MACHINERY FOR SALE (Cont'd)

1—48" Tollhurst motor-driven extractor—\$300; 1—48" Troy motor-driven extractor, belted motor—\$300; F.O.B. Oak Park, Illinois. Mid-Continent Laundries, Inc., 609 North Blvd., Oak Park, Ill. 719-4

30" EXTRACTOR. American special deep solid curb, with or without automatic safety cover. Motor drive, 220-60-3 AC. Completely rebuilt, priced to go fast. The American Laundry Machinery Co., Cincinnati 12, Ohio. 715-4

COMPLETELY REBUILT A1 CONDITION. American 48 x 120", 3-pocket, motor-driven tumblers. Hoffman Vorclene, 3-pocket, motor-driven tumblers. Smith Drum 48 x 120", 3-pocket, motor-driven tumblers. 1 new 24" belt motor-driven conveyor, 67' long. Army Parts & Surplus Co., 924 North Henderson, Fort Worth, Texas. 720-4

AMERICAN 6-ROLL IRONER. 120" slanting-frame type with leveling blocks and wide apron brackets, herringbone gears, speedometer, bronze bearings, cellulose or new Hamilton spring padding and vacuum exhaust. Motor drive, any standard current. Thoroughly and completely rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 716-4

1—20", 1—26" American extractor, 220V, 3-phase, 60 cycle; 1—Purkett tumbler 110V, 60 cycle; 1—Prosperity 24 W collar press; 1—Cissell sock drier, 110V, 60 cycle, small; 2—Schramm curtain stretchers and driers 60 x 120"; 1—Singer sock drier; 2—26 lb. Detecto scales with aluminum pans; 1—Prosperity 2-lay sleeve; 2 Fantom Fast marking tables; 2 Fantom Fast marking machines, air-driven; 1—Huebsch drying cabinet; 1—Glover cuff cleaner; Cissell puffers, yoke and sleeve; 1—Prosperity garment press, model 2502; 1—Prosperity yoke press, model 2192. Parkhill & Hart Laundry, Inc., 1509 Main St., Buffalo 9, N. Y. 702-4

TILTORT SHIRT UNIT. Includes Tiltort front press, Super-Zarmo body and sleeve presses, Super-Zarmo collar and cuff presses, Tiltort sleeve conditioner, collar form, Tiltort shirt folder, work box and two racks. All machines in top-notch operating condition. The American Laundry Machinery Co., Cincinnati 12, Ohio. 717-4

Washers: Troy Monel, 42 x 64", 2 pockets, 2 doors; American Cascade Monel, 36 x 54", 2-pocket, 2 doors, belt motor drive; American Cascade Monel, 32 x 54"; American Cascade Monel, 36 x 36"; Troy 2-pocket Monel, 36 x 64"; all 3/60/220 and in excellent condition. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, N. Y., Belle Harbor 5-3229, night phone SH 5-6410. 731-4

COAT PRESSES. Ready to ship, three completely rebuilt model 55 Super-Zarmo air-driven presses. Bucks 54" long, 17" wide, for finishing linen supply coats, aprons and gowns. Bodies and sleeves of two coats can be pressed at same time on opposite ends of buck. Priced at nearly 1/3 saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 718-4

4 Prosperity automatic shirt folding tables with 6 x 12" blade and dispenser, 3 of them never used, one slightly used, \$795 each, FOB Little Falls. George N. Vander May, Little Falls Laundry, Little Falls, New Jersey, telephone Little Falls 4-0400. 734-4

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304 E. 45th St.

New York 17, N. Y.

MACHINERY FOR SALE (Cont'd)

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. **Horwath Laundry Machinery Mfg. Co.**, 1002 South 13th St., Omaha, Nebraska. 170-4

EWING STAINLESS STEEL WASHERS. NEW MACHINES. Size 30" x 30"—60 lbs. dry weight capacity, \$1,036, size 30" x 40"—80 lbs. dry weight capacity, \$1,116, size 30" x 50"—100 lbs. dry weight capacity, \$1,196. Ask for details. **ROBERT EWING & SONS, INC.** Builders of washers since 1905. Dept. SH, P. O. Box 454, Troy, N. Y. 590-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

38" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

LIQUIDATION SALE OF FINE LAUNDRY EQUIPMENT of the ST. LUKES HOSPITAL, New York City. ACT FAST FOR BARGAINS! 42 x 84" American Cascade **MONEL WASHERS**, 2 pockets, 48 x 84" American Cascade **MONEL WASHERS**, 6 Y pockets, 42 x 36" American Cascade **MONEL WASHERS**, 1 pocket, 24 x 24" and 24 x 36" American Cascade **MONEL WASHERS**, American 54" **NOTRUX EXTRACTOR**, 3 sets of **MONEL CONTAINERS**, American 48" **MONEL OPEN-TOP EXTRACTORS**, 30" copper **STARCH EXTRACTOR**, American 8-roll **120" FLATWORK IRONER**, American 6-roll **120" FLATWORK IRONER**, all direct motor-driven, AC, 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. **WRITE, WIRE OR PHONE:** Sole liquidator: **WILLIAMS LAUNDRY MACHINERY CO.**, 37-37 9th St., Long Island City 1, New York, **STILLWELL 6-6666**. 662-4

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET, 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET and MONEL SHELL, in EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 648-4

48" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

34 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9795-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, fillers, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" ROCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

AMERICAN and TROY 3-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return load. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 48" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN and WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

54" American NOTRUX EXTRACTOR, equipped with 3 SETS OF **MONEL CONTAINERS**, in A1 condition, **PRICE \$2,750, ALSO extra 54" CONTAINERS** available. **ACT FAST! WILLIAMS LAUNDRY MACHINERY CO.**, 37-37 9th St., Long Island City 1, New York **STILLWELL 6-6666**. 663-4

American Cascade 42 x 84" MONEL WASHER, 2 pockets, 2 doors, motor-driven, **EXCELLENT CONDITION, VERY REASONABLY PRICED**; also 42 x 72" American Cascade **MONEL WASHER**, 4-pocket, slideout type, **COMPLETELY REBUILT, EXCELLENT BUY. WILLIAMS LAUNDRY MACHINERY CO.**, 37-37 9th St., Long Island City 1, New York, **STILLWELL 6-6666**. 664-4

60 x 72 Zephyr washers, stainless steel throughout, 2 pockets, V-belt, motor-driven. **Big-capacity modern washers at tremendous savings in price.** D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 614-4

Two Troy Monel washers, 54 x 84", motor-driven, Y-shaped, 6 pockets, 6 doors, one 3-phase, one 2-phase, AC, both in excellent condition. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, N. Y., Belle Harbor 5-3229, night phone SH 5-6410. 733-4

2-, 4-, 6- and 8-roll ironers, American, Smith Drum or Troy. All in excellent shape and outstanding bargains. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 616-4

16 x 100 American #41210 flatwork ironers, motor-driven, return type, excellent ironer for small plants. **Big bargain.** D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 617-4

42 x 84 American Norwood Cascade, all Monel, two-pocket, late-model washer in good shape, also one three-pocket, motor-driven, 3-phase, AC. Modern, efficient machines at bargain prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 618-4

Mercury drycleaning unit, complete, excellent condition. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, N. Y., Belle Harbor 5-3229, night phone SH 5-6410. 732-4

24 x 36 Norwood Cascade Monel washer, motor-driven. Excellent item for small lots and colored work. Thoroughly overhauled and a real buy. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 620-4

42 x 84 American Cascade washer, 8 pockets with horizontal partition, motor-driven. Years of satisfactory service left in this fine machine. D'Angelo & Ash, Inc., 301 Beach 71st St., New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 630-4

54 x 126 Troy Monel washer, 24 pockets, motor-driven; also 44 x 126 Troy Monel washer, 24 pockets, belt-driven. Two fine machines for the plant using pocket washing. Outstanding buys. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 622-4

54" American Perry extractor with two sets of containers, thoroughly rebuilt and in good operating shape. Very reasonable. Also a 48" Notrux extractor with three sets of baskets. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 623-4

50" American Notrux extractor, Monel job with containers, hoist and overhead track. Efficient modern equipment with minimum investment. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 624-4

40" x 48" extractors, all makes, American, Troy, Zephyr, Hoffman, Monel baskets, motor-driven. A fine selection at very low prices. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 625-4

Small extractors, 17", 26" and 30", motor- or belt-driven, American and Troy. Available for prompt delivery. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 626-4

Shirt units, American Tiltor 4-girl units, also Prosperity units, and a full line of wearing apparel presses. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 627-4

Drycleaning washers, 54 x 70 Hoffman D. C. washers, motor-driven, explosion-proof motors, also 6,000 gal. Hoffman fillers; a full line of stills and accessories. D'Angelo & Ash, Inc., 301 Beach 71st St., Arverne 92, New York City. Belle Harbor 5-3229, night phone—Shore Road 5-6410. 628-4

MACHINERY FOR SALE (Cont'd)

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1942, American 8-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x84" washer, Troy 42x72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42x90" tumbler, Huebsch 36x30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30x48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

3 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim; also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621.** 188-4

For Sale: 1—Used 44 x 84" **ROBOT** two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7743.** 9628-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 24" and 32" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6860-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSEY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 18 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-2297 (6) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

2—5000 GALLON GROSS FILTERS WITH MONEL SCREENS; 1—50 to 75 GALLON GROSS STILL. IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 694-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

American 2-roll chest-type 100"; also 120" **FLATWORK IRONERS**, return-to-the-operator type, **EXCELLENT FOR SMALL LAUNDRY OR INSTITUTION, COMPLETELY REBUILT, GUARANTEED, PRICED RIGHT. WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th St., Long Island City 1, New York, Stillwell 6-6666.** 654-4

4 Tumblers, Ellis Drier Company, 48 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. **31ES West Lake Street, Chicago 12, Illinois.** 9146-4

TROY and AMERICAN LATE-TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

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8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9308-4

AMERICAN 8-ROLL 120" SYLON FLATWORK IRONER, WITH REEVES DRIVE: EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 36" HUEBSCH and AMERICAN OPEN END TUMBLERS, GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN. 36 x 36", 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

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